



THE IMAGE OF CHINA IN SUDAN THROUGH THE NON-OFFICIAL MEDIA: SUDAN TRIBUNE CASE STUDY

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ABSTRACT This study aimed at evaluating the image representation of China in the Sudan non-official media. The study was guided by four research questions which included. This research is purely linked to Framing Theory and will intend to achieve the following goals to probe how China is covered in Sudan through the non-official Media. to find out if there is any difference in the coverage for Sudan Tribune. to analyse the nature and extent of China-related news coverage in the Sudan non-official local media, to know which themes are dominant in china's representation by Sudan Tribune? To probe Sudan Tribune the portrayal of china's image? Is it positive, negative, or neutral? By using both quantitative and qualitative methods, the researcher investigated the sources of information, the themes, and the tones of the news stories to understand how China was represented. The study showed that the image of China in the Sudan non-official media is a favorable one in Sudan Tribune. The study also found out that the economic image of China is the most predominant one where China is viewed as an economic power and an important player in Sudan's economic growth and international business. Equally, the economic cooperation theme is the predominant theme that frames the image of China in the Sudan non-official media. Although the political theme is also second in line it is not on the fringes of the framing of the image of China in the Sudan media given that it highlights the ever-present issues of changing the status quo of the international influence in Sudan and the region of Horn Africa.

KEYWORDS : Sudan, China Image, Sudan Tribune, Media framing theory.

INTRODUCTION

Since the establishment of diplomatic ties on 4 of Jan 1959, China and Sudan have enjoyed a strong relationship. Sudan has been subjected to an economic recovering from the effects of the economic blockade on it by Western countries since 1997 and China has been one of the key partners in this journey of reconstruction and development: However, given the growing nature of China in the world and I involvement in Africa which has attracted mixed reaction mostly from different quarters, it is important that we examine the image of China in Africa and most especially state like Sudan which its gateway to Africa. National image is the product of a complex historical process involving political and social realities, diplomatic relations, international politics, and economic strength as well as symbolic coverage in the mass media and popular culture. The image or portrayal of a nation is primarily constructed and shaped by mass media and is dependent on how media select, describe and distribute news about situations. Just like any other country would wish, the Chinese government is also quite attentive to China's national image coverage outside its borders even with lexical and contextual details and ideological differences (Peng, 2004).

Internationally, China is of great importance in this 21st Century states, in today's globalized world, China has become a more important news story and it has become harder for local and international media to ignore Beijing in the contemporary political, economic and cultural scenario. The influence of China in world politics, economics, and other issues has been observed increasing many folds in recent years. On the other hand, a growing and increasingly self-confident China is generating a global debate and no country has remained out of the fray. Currently, the discourse on China's rise and its footprint in Africa, including Sudan, has been related mostly to the volume of Chinese investment as an explanation for Beijing's growing influence in the continent. China's reappearance in Africa is one of the most striking developments in recent times as china engaged more with the African continent to enhance cooperation and build stronger ties, the media has been utilized as an important tool for public diplomacy and cultural and people to people exchange. In this regard, china's representation in African media plays a pivotal role to build a good image and enhancing cooperation among the countries (Guangyuan, 2013).

Chinas reappearance in Africa is one of the most striking development in recent times. As China engages more with the African continent to enhance corporation and build stronger ties, the media has been utilized as an important tool for public diplomacy and culture and people-to-people exchanges (Guangyuan, 2013). China has continued to experience rapid growth in different spheres of her national and international engagements since 1950 (Whyte, 2007). One of such engagements is the relationship between China and Africa and can be traced back to the 1950s. After 1976. In the last few decades after opening up to the world, China has drifted its focus attention and

resources to the African continent which is perceived to be a hopeless continent across the globe. While western countries appear to be gradually turning their back to Africa and looking at the leaders of African countries with much criticism, China is stepping in to increase its involvement with many of these African countries (Diaouri, 2012).

However, because of their interest and the great demand for the continent in most cases, western media negatively entertain the issue of china's African relations in general and China-Sudan in particular. According to (Eisnman, 2007). China's increasing employment of 'soft power' is helping her to gain new friends from emerging regions of Africa, South East Asia, the Middle East, and Latin America (Brown, 2012). notes that China 's rapid and successful expansion in Africa is due to multiple factors, including economic diplomacy that is clearly superior to that of the United States of America. According to the Center on Public Diplomacy (2016), public diplomacy refers to the public, interactive dimension of diplomacy which is not only global in nature, but also involves a multitude of actors and networks. Nations employ it as a key mechanism through which they maintain mutual trust and productive relationships, and it has become important for building a secure world. According to (Hanauer, 2014).

China and its African partners like Sudan interact in a wide range of political, economic, and military-related arenas in ways that advance mutual interests, but economic pursuits lie at the heart of Sino-African relations. According to many researchers, China's quest to improve its international image has increased exponentially in the last decade through cultural diplomacy and the media however the expansion of China's media has received mixed reactions with some observers stating that china had already displaced American and European capitalistic and diplomatic soft power in many countries in Sub-Saharan Africa. For a long period of time, the region was under the control of western media the emergence of China in the continent particularly in Sudan has no positively mentioned by some western media. However, China is known to be a good ally to Sudan in many ways. China was there for Sudan when the other countries were not. Many people remembered when china as a member of the United Nations voted for the 1769 resolution to address the issue of conflict in Sudan.

Theoretical Framework

It is evident that different studies used different approaches and methodologies. Since the paper is about the image of China in Sudan, the researcher will use the framing theory. Media framing informed the importance of studies on a country's media image since framing or frames are stored in people's minds, touched people's minds and their interpretation of the world.

Framing is an unavoidable part of human communication (Erving 2013), therefore framing theory will purposely use for this study to guide the researcher on how data is interpreted, processed, and communicated.

Framing Theory

Framing is based on the assumption that how an issue is characterized in news reports influences the manner in which the recipient understands it (Scheufele, 1999). News media can set the agenda for public opinion and behavior, according to (McCombs, 2006). As this research focus is on the Image of china in Sudan it draws its theoretical framework from this Framing Theory. The major premise of the Framing Theory is that an issue can be viewed from a variety of perspectives and be construed as having implications for multiple values or judgments. Through the framing process and influenced by the framing effect, people develop a particular perception of an issue or reorient their thinking about an issue (Durkman, 2007).

Media Framing Theory

Media framing theory is one of the most widely used theories in communication. According to its first proponent social psychologists, (Goffman, 1974), and (Entman, 1993), media framing is the way in which information is presented to its audiences. In addition, Scheufele & Tewksbury (2002) indicate that framing is based on the assumption that how an issue is characterized in news reports influences how the issue is understood by audiences. As a macro construct, framing refers to the manner of presentation that media organizations use to present information. As a micro construct, framing describes how people use the information and presentation modes when forming impressions. A-frame, in other words, is a central organizing idea... for making sense of relevant events, suggesting what is at issue.

Hypothesis

The major objective or goal of this study was to probe how china is covered in Sudan with comparisons to the non-official media coverage. This research is purely linked to Framing Theory and will intend to achieve the following goals:

1. **Q:** *To probe how China is covered in Sudan through the non-official Media.*
2. **Q:** *To find out if there is any difference in the coverage (Sudan Tribune) non-Official Media.*
3. **Q:** *To know which themes are dominant in china's representation by Sudan Tribune?*
4. **Q:** *To probe Sudan Tribune portrayal china image? Is it positive, negative or neutral?*

Method

The study uses both quality and quantitative content analysis methods to collect and analyze the news published by Sudan Tribune. It is exploratory research and primarily adopted descriptive statistics in its data interpretation. Content analysis is an important and popular method in media studies with the advantage of being unobtrusive and efficient. Rooted in the positivistic tradition, content analysis is a systematic and objective method of analyzing message content. (Wimmer, 1997), explain three aspects of the definition-systematic means selection, collection, and evaluation of content analyzed following one set of explicit and consistent rules. As this study is mainly designed to give a full account description of the coverage of China in non-official leading Sudan Tribune, content analysis is decided as the appropriate method.

Sample And Sampling Technique

The sample is a set of elements selected in some way from the total population. The aim of sampling according to Jupp (2006) is to save time and effort, but also to obtain consistent and unbiased estimates of the population status in terms of whatever is being researched. There are two basic methods of sampling probability sampling and non-probability sampling. The former includes simple random sampling, stratified random sampling, and some forms of cluster sampling the latter sometimes called purposively, includes convenience sampling, theoretical sampling. Purposive sampling and snowball sampling among others. From the one basic type, non-probability sampling is employed in this study. Nonprobability sampling, according to (Denscombe, 2014) is chosen when the researcher feels it is not possible to include a sufficiently large number of examples in the study.

Scope Of The Study

The study mainly focuses from 1 January 2018- 12 December 2018, news events to examine how Sudan Tribune framed political, economic, culture to represent china's image. This prospective study focused only on an event, leaving other issues that are relevant in analyzing the stories. Since the event has a global future and researchers may undertake research beyond or take it to a global level.

This means as the issue is important as to be looked at from other direction one can take perspectives, but the present study is conferenced to the Sudan Tribune. This research will be helpful to promote understanding about China's coverage in Sudan non-Official media. The research would also offer greater insights for media academics regarding the subject related to the representation of China in developing countries media like Sudan and developed countries media.

Sudan Tribune

Sudan Tribune is an electronic news portal on Sudan and South Sudan and neighboring countries including news coverage, analyses and commentary, official reports and press releases from various organizations, and maps. It is based in Paris, France, and run by a team of Sudanese and international editors and journalists. The Editorial Policy site is run by a team of independent Sudanese and international journalists and editors (Tribune, 2022)

National Image

According to (Huang, 2005), national image, also called national stereotypes, is conceptualized as a generalized and abstract profile of a nation or its people. Past studies of national images in mass communication research have focused on how an object nation is presented in a mass medium, and how individuals perceive an object nation. In Public Opinion, (Lippmann, 1945). equates subjective reality to the pictures in people's heads. He notes that the pictures in people's minds are created by people about the environment they live in and the pictures determine people's behavior toward the environment. (Buchanan, 1953), borrowed Lippmann's concept of pictures and focused on the image of a nation in the mind of individuals at an aggregate level. (Crespi, 1961), also state that image is our subjective knowledge about the world and this image largely governs our behavior. As stated how Peng (2004) described national image. Peng in the research affirms what other researchers revealed that news media play a vital role in constructing and shaping the image of a country (Adoni, 1984). Media make a nation real and tangible by relaying to audiences a range of images and symbols, events, and ceremonies (Scannell, 1955).

With the increasing development in its economy since China's economic reform and opening up in 1978, China's rise has become an unquestioned fact. The rapid growth of China's economic power is one of the most significant issues in international affairs (Wang, 2003) which is also the biggest concern in academic studies on China's rise. Regarding China's economy, Susan L. Shirk argues that China was revived in 1978 by shedding central planning, creating a market economy, and opening to the world (Shirk, 2007). Yong Deng and Fei-Ling Wang claim that "from 1979 to 2003, the Chinese economy grew at an annual rate of 8 to 9 percent" (Deng and Wang, 2005), which is three to four times faster than the growth of economies in the West. This growth rate is also double that of other developing countries. In terms of its military might, China's global presence is increasing. In 2009, the U.S. Department of Defense's annual report to Congress showed that "between 1996 and 2008 China's military expenditure grew by an average of 12.9 percent...China's military spending in 2008 had reached \$60 billion, about one-seventh of the U.S. defense budget". However, Deng and Wang indicate that some scholars exaggerate China's military power. Such commentators are presented as fearing the potential of China's military modernization and presenting China as the United States' main military competitor (Wang, 2011).

Image Of China In Africa

According to Wekesa further states that the soft power and cultural diplomacy in East Africa especially educational exchanges, sports events, culture, and entertainment. This includes Chinese movies and TV programs that are considered positive activities in the region. In addition to that, according to (Ruth, 2015), the economy of China is expected to take over the United States position as the first economy in the world in the future. This idea strengthens the relations of China with other countries that believe that the country is a key player in the international arena. The big achievements in terms of economic development that China have been experienced during the last thirty years reassure the world of the image of China as the standard-bearer of the future (Wekesa, 2013).

This same study stated that the image of China was spoiled by western news reports. But it also showed the efforts of the Chinese Government working hard to rebrand itself to the world as one of the most powerful

countries in the world. The negative reporting by western media has damaged the Image of China at the international level (Ruth, 2015). Some studies have been conducted about the media representation of China in some European media and in Belarusian media. Politically speaking, the image of China was portrayed positively like an emerging superpower. The study described China as an emerging superpower and leader in the international geopolitical arena. At the international level, China becomes one of the decision-makers on important issues. This creates a reputation for an important influencer in any decision taken worldwide (katsiaryna, 2012).

In terms of economic issues, China is described as a major dominant worldwide player. The study refers states that products from China can be found in every remote area of the world indicating that Chinese products are worldwide an example of the idea of China as a powerful economic power is mentioned when the European Union (EU) asked for a loan from China to fill its financial gap. In terms of investment, China attracts investors from all over the world and the RMB is getting more reputation and value as an international stable currency. Africa is very important to China. We can appreciate that importance by looking at the huge cooperation between China and the African countries in all sectors. The study of the Image of China in Tanzania for example by Karawa (2013) shows that China was represented on Tanzanian media in various areas including politics, economy, culture, and diplomacy. It has exposed the Chinese image in a good and positive way, both in the public and private media at the level of media practitioners (Karawa, 2013).

China-Sudan Relations

China and Sudan enjoy a very robust and productive relationship in the fields of diplomacy, economic trade, and political strategy. The two nations established diplomatic relations on January 4, 1959, and have since become strongly close global allies, based on such principles as mutual non-interference, mutual respect for territorial integrity and sovereignty, and mutual benefits and equality (Larg, 2007). According to (Large, 2009) the establishment of formal diplomatic ties between China and Sudan on 4th February 1959, the parameters of Beijing's policy towards Khartoum were defined according to both deep-seated principle and the pragmatic pursuit of strategic goals in the early stage of the cold war. From the outset, Beijing's wider foreign policy rhetoric of Afro-Asia solidarity was grounded tangibly within its special relationship, with Sudan due to their common history of colonial oppression as personified by the historic figure of Chinese Gordon. The killing of Gordon at the hand of the Mahdi was resurrected within China as a symbol in China-Sudan relations, representing a glorious phase in Sudan's anti-colonial struggle and in the Official narrative, the Sudanese succeeded in exacting revenge on Gordon for China in what portrayed as an act of just anti-colonial resistance". The core principles of mutual respect for non-interference and mutual respect for sovereignty as enshrined at Bandung also resonated directly with China's own domestic imperatives. Indeed, rather than being affected by Sudan's own internal politics, Beijing had been primarily concerned about Khartoum's links with Taiwan before 1959 (Large, 2007).

Shortly after Nimeiry's first visit to China in 1970, Beijing provided its first interest-free loan to Sudan, which was repayable in Sudanese crops. Following the failed coup attempt against Nimeiri by the Sudan Communist Party (SCP) in 1971 Sino-Sudanese ties were further enhanced. Whereas the Soviet Union was associated with the field coup, leading Khartoum to break ties with Moscow, Beijing's relations with Khartoum were "enhanced by the Chinese government's steadfast support" for Nimeiri under the banner of, non-interference, in Sudan's domestic political affairs (Woodward, 2011). In order to further strengthen ties in 1971, China provided another interest loan to Sudan and offered to help train and equip the Sudanese armed forces (Eisenman, 2007).

Trade And Economic Relations

The economic relationship with China grew tremendously for the mutual benefits of both countries. This relationship started as early as the 1960s, with bilateral trade agreements for long-staple cotton export to China in return for manufactured and capital goods. Cooperation and a Culture, Scientific and Technical protocol, which strengthened trade relations, and boosted Chinese aid in the form of free-interest loans, that was used in a number of projects in road and bridge construction, textile, and agriculture, China also benefited economically as a result of the deteriorating relationship between Sudan and Soviet Union. Sudan's total exports to the Soviets became Sudan's most important client. Aside from the trade, cooperation

between China and Sudan also spiked in the 1970s as Beijing also began to supply the Nimeiry's government with arms, economic grants, soft loans, and technical military assistance, between 1970, the PRC granted Sudan US\$28 million in interest-free loans for a variety of development projects, including the Chinese-built friendship Hall in Khartoum which "symbolized the flourishing state relations of the 1970s" (Large, Sudan's foreign relations with Asia: China and the politics of looking east, 2008).

According to Sudanese Embassy in Beijing China welcomed the lifting of US sanctions imposed on Sudan and issued an official statement immediately after the announcement of the resolution expressing satisfaction with the move. The Ambassador discussed the matter with Chinese Foreign Ministry officials who congratulated Sudan and hoped that the resolution would follow practical steps to help Sudan deal with the negative accumulations of sanctions. Chinese Foreign Ministry officials said that the US decision will contribute to increasing trade opportunities between and China lift restrictions and obstacles to Sudan's integration with the international community. China is heavily dependent on Sudan to protect its Oil investment in southern Sudan and to ensure the safety of China's oil fields. There is an important political dimension to its contribution to highlight the essence of the integration relationship and promote the protection of each other's interests. With Sudan clearly on the tongue of the Minister of Foreign Affairs of China at the end of 2016, which described Sudan as a friend of iron (Beijing, 2012).

The Parties Relations

Party relations are one of the most important pillars of the joint political work between China and Sudan since the ruling parties are the policymakers and the programs aiming at relations and monitoring the overall performance of the organs entrusted with the enforcement of the partnership programs between the two countries. The party relations between China and Sudan have started concurrently with the establishment of diplomatic relations, the official framework was set up after the signing of the cooperation agreement between the two parties in 2003. It was agreed between the two ruling parties to upgrade their dialogue to the level of strategic dialogue in 2012 to hold the rounds of high-level party dialogue in the capitals of the two countries, which held its fourth session in Khartoum in 2016, a mechanism adopted by China with a limited number of countries with which it has excellent political relations. (Embassy of Republic of Sudan in Beijing, 2018).

During the first meeting of the Energy Cooperation Committee between the Sudanese government and the Chinese government, which was held in Khartoum on May 23, 2016, the Republic of China agreed to establish a nuclear plant for peaceful use in Sudan, agree on a new page, build a clear strategy in the field of energy and address obstacles to economic cooperation. Between the two countries. This agreement is a new addition to the series of partnerships between Khartoum and Beijing, in forefront of which stands the tangible partnership between Sudan and China in the field of oil exploitation and export, which formed a strong building block in strengthening Sudan's economic capabilities in face of the difficulties caused by the boycotts imposed on it by many economic circles and powers. and international politics, particularly the United States of America.

Culture Exchanges Between China And Sudan

According to the Embassy of the People's Republic of China in Sudan, considered the Culture Exchanges between China and Sudan started Even before the establishment of diplomatic relations, the cultural exchange between China and Sudan began. In the 1970 s, China Wuhan acrobatic troupe helped Sudan to cultivate a large number of acrobats and form a Sudanese acrobatic troupe. The group was named "the flower of friendship" and becomes an impressive art troupe in Africa. In August 1970, the two countries signed the cooperation agreement on science, technology, and culture. After that, implementation plans in the field between the sides were signed. In recent years, the two countries maintained cultural exchanges. China has dispatched a couple of artistic delegations to visit Sudan, and some Chinese arts and crafts exhibitions were held in Sudan. Sudan's national song and dance ensemble and some well-known artists visited China as well. Confucius Institute at the University of Khartoum (CIUOFK) is the first Confucius Institute in the Republic of Sudan. On the 25th of October 2007, the Confucius Institute Headquarters and University of Khartoum signed MOU to establish a Confucius Institute at the University of Khartoum, and on October 7, 2008, a formal partnership was established by Northwest Normal University and the

University of Khartoum. Besides, overseas students from both sides were dispatched to study language and culture, which promoted the cultural exchange between the two countries(Khartoum, 2012).

Data Analysis And Findings Sudan Tribune Reporting

the findings and demonstrates the analysis of the findings clearly in light of the questions inquired throughout the study as far as the framing of the image of China in the Sudan non-official media is concerned. The findings are about the frames whether the news stories were framed positive, negative, or neutral about the image of China in Sudan Tribune the other results refer to the most reported themes that were by media houses in Sudan about China. The findings are collected from the news stories published about China in the Sudan Tribune in the selected time period of the study, and also from the interview conducted with the journalists of the (ST). The findings are presented in a sequence and then the analysis follows: Each set of data analysis is presented with a data table which in some cases is illustrated by a diagram.

Table 1. Theme Of News Reporting By Sudan Tribune About China

Percentage	Frequency	Types
50%	60	Political
50%	60	Economic
100%	120	Total

According to the above table, the study consists of news topics and their frequency along with the percentage and we can recognize there were two themes the study considered in the methodology namely Economic, Political The finding of this study indicate that the frequency of economy is 60, follows by political 60, within the total of 120 news stories accessed from Sudan Tribune. When we look for the economic news from Sudan Tribune, we will find that China gave the economic side big attention because the relationship between Sudan and China it's so strong and so good and China also played a good job and used her efforts to help not only Sudan but, in all Africa, and that the thing, we should appreciate it not only in Sudan but in all African countries.

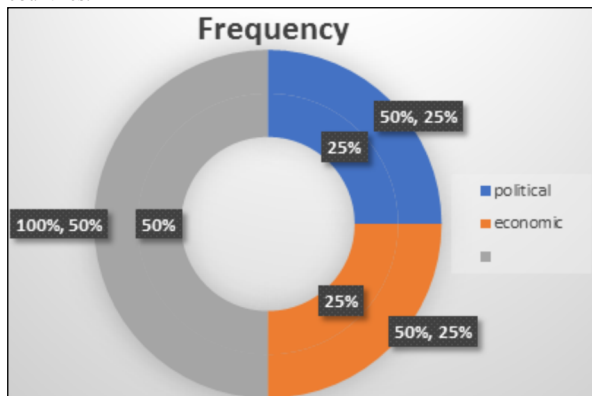


Figure 1: Theme of News Reporting by (ST) about China

As illustrated in the above Chart the study provides each news topic bar in blue color which is showcasing the percentage of each news topic in descending order, economy 50%, next political 50% news content was published in the selected time duration of the study in Sudan Tribune.

Tones Of News Stories

For this study, tones were the most important part to be examined after collecting the news stories from the media outlet. The tone indicates how the story was reported tones were used to identify the direction or track of the news coverage. To be more specific, positive, negative, and neutral refer to the tones used in this study the researcher cited (Peng, Representation of China: Across Time Analysis of Coverage in the New York Times and Angeles Times. , 2004). on, economic, political, cultural, health and development news stories that happened in the Republic of Sudan the definition of every tone positive, negative and neutral that is used in the news stories.

The positive tone was literally defined as any story that presented the best possible image of china within all types such as development stories, cultural stories economic stories, political stories among others When we talk of positive stories in this study, we meant any story that contributed positively on the life of the people of Sudan that was implemented by China. It can also contribute positively to the image of

China. The negative tone was defined as the overall tone that normally talks about negative elements that could be present in political stories. This negative reporting can affect the image of China in the country. Lastly, the neutral tone, is a type of news story that balanced between positive and negative content.

Table 2. Tones Of News Reporting That Were Published In Sudan Tribune

Type	Frequency	Percentage
Positive	116	97%
Negative	0	0%
Neutral	4	3%
Total	120	100%

The Positive Tone of Stories Representation of China

Out of One hundred and Twenty (120) news stories published in the Sudan Tribune, the positive tone about China image chalked 116 times as its frequency, that is ninety-seven percent (97%), The news stories presented China's remarkable progress in the economic and technological field and its relationship with the outside world as well as economic, health and justice cooperation between Sudan and China The development of investment partnership and the efforts of the two countries to remove some obstacles affecting their relationship, this positive relationship approves China has provided to Sudan with billions of dollars in financial support. China is the largest investor in Sudan, as it is in the continent as a whole. The economical articles can indicate and touch the Chinese government contributions which represent them to Sudan such as achievement some infrastructure projects like roads, bridges, dams, and rehabilitation of Sudanese railway, and threw aids and assistance in humanitarian field and development of capabilities. Chinese companies contributed more to Sudan through investments like industrial, agricultural, and structural activities as well as other domains The Chinese-Sudanese economic cooperation is one of the positive models for cooperation among developing countries all over the world in general and African countries in particular.

The Neutral Tone of the Stories in Representation of China

The second rank goes to the tones for the categorisation of news stories on Sudan Tribune Out of One hundred and Twenty stories (120) The Neutral tone about China image is times its frequency, which is a Three percent (3%) Stories tagged as neutral focused on the economic repercussions of the tensions between United States of America and China, frames used by Sudan Tribune journalists appear to be more neutral on economic conflict issues between two countries and the effects it.

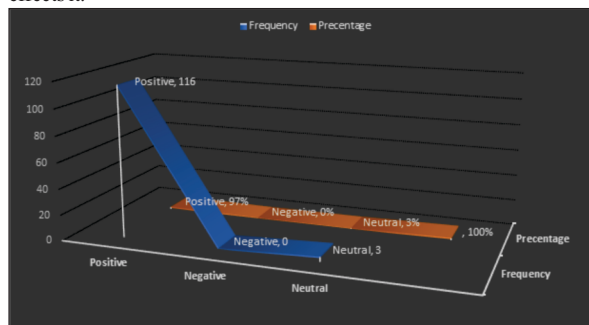


Figure 2: Tone Of News Reporting That Were Published In Sudan Tribune About China

The Negative Tone Of The Stories In Representation Of China

In the last part of the tones for the categorisation of news tones on mentioned non-Official media Out of 120 stories, there was no negative news story represented by Sudan Tribune. Because this category has no negative news, this is due to Sudan's strong and deep relations with its counterpart China, as the Sudan Tribune always takes into account in its policy credibility in the editorial process, and this does not mean that the Tribune practices misinformation and fraud in the editorial process. Editing the news, but for the depth of the relationship with China, as you hardly find negative news about China and how not, and that China represents the right arm of Sudan and the first supporter of economic development in the country, as well as the most prominent supporter of infrastructure and agricultural development, all of this comes at a time when the United States of America imposed economic and technological sanctions Sudan obstructed the development process in the country, and the sanctions

also included the educational aspect, and Sudan lost opportunities for scholarships and studies in the American states, and at the same time, China came as the savior of the country from this deterioration, as it extended a helping hand to the Sudanese government.

According to chart 2, the study provides each news tone bar showcasing the percentage of each tone in descending order. Positive tone 97%, follows by Neutral tone 3%. And lastly, Negative tone 0% tones were published in the selected time duration of the study in Sudan Tribune. According to interviews conducted with the journalists, they confirmed that the reason for China's positive representation in Sudan by Sudan Tribune is that it's no source of negative stories between the two countries for quite a number of reasons. One there is no legacy of colonialism between the Sudan and China. The relations are built on mutual understanding and win-win cooperation China does not meddle in the internal policies of other countries that give a reason for growing healthy relations of cooperation.

Table3: Origin Of The News Stories Published About China In Sudan Tribune

Type	Frequency	Percentage
International Agencies	61	51%
Reports	59	49%
Total	120	100%

The "origin of the story" is another important factor to bear in mind while analyzing the news coverage of the image of China in the Sudan non-Official media. The quantitative study generated data for two of the main sources of information, namely international news agency and own reporters As showed in the table and chart Sudan Tribune commonly had recourse primary source of information about stories related to China from international news agencies over the year under investigation to report the China image in Sudan (Out of 120 News Story published, 61 were moved from international news agencies), That is sixty-One percent (61%) However, Sudan Tribune also published a fair share of news texts, written by its own reporters there is fifty-nine news story (59) percent (49%) published during the period study.



Figure 3: Origin Of The News Stories Published By Sudan Tribune About China

According to chart 3, the study provides each news story bar showcasing the percentage of each news stories in descending order. Stories from international news agencies 51%, And stories by reporters 49% news story were published in the selected time duration of the study in Sudan Tribune.

Table4: The Generic Used By Sudan Tribune In The News Stories Published About China

Type	Frequency	Percentage
Economic Consequences	51	43%
Attribution of responsibility	28	23%
Human Interest	24	20%
Conflict	17	14%
Morality	0	0%
Total	120	100%

According to table and chart 4 generic framed used by Sudan Tribune illustrated below as indicated by (Semetko, 2000) five generic frames conflict, human interest, attribution of responsibility, morality, and economic consequences).

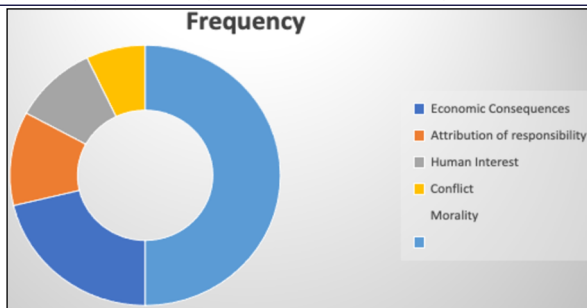


Figure 4: Generic Frames used by Sudan Tribune in the News Stories Published about China

Economic Consequences Frame

The table and chart show that the five generic frames were present in news stories Sudan Tribune but to varying degrees. Throughout the whole analysis except for a morality frame that did not exist, the most frequently genre frame was 'Economic Consequences Sudan Tribune used mainly economic consequences frame for representing China in its News stories publication share 51 news items out of One hundred and twenty new stories (120) posted in the Sudan Tribune, that is forty point-one percent (43%) This frame mainly appeared on stories related to investment, trade loans. financial grants, and other economic activities to Sudan for example. President of China, Xi Ping announced that his country will provide 400 million yuan-grant and 200 million yuan interest-free loan to Sudan for funding projects agreed upon, President Al Bashir has attended the signing of a new agreement between the Ministry of Petroleum and the Chinese National Petroleum Company for expanding the production of oil and the accompanying fields, besides another agreement between the Ministry of Transport and the Chinese Company for Railways Construction to establish the railway between Port-Sudan and Ndjamena. (Beijing, 2012).

Attribution Of Responsibility Frame

Comes in second as the next most predominant frame used in representing China in Sudan. It takes 28 news out of (120) published in the Sudan Tribune, that is twenty-three percent (23%) The responsibility attribution frame mainly highlights the election of Xi Jinping as president of China and the Central Military Commission, addition to electing the Li Zhanshu chairman of the Standing Committee of the National Council and their sworn oaths. Furthermore, China's commitment to further cooperation with Sudan, Arab and African countries was the outcome of the Summit 2018 FOCAC.

Human Interest Frame

Is the third predominant frame that appeared in Sudan Tribune stories. According to the findings human interest frame gramps a sle4 of 24 stories among the total 120 stories published on Sudan Tribune that is twenty percent (20%) within the time frame. like, Chin has started to embark on the humanitarian work in Sudan by extending 500 000 dollars for the humanitarian organization's operating in supporting school meals China has also, extended agricultural logistics for the individual concerning the reintegration and demobilization besides, 50,000beds in support of Student's Fund, Sudanese health authorities and their Chinese counterparts have officially launched "the Action Brightness" Programmers aimed to cure over two hundred patients of cataract, increasing the number of those who benefited from the free Programs to over 1040 patients since 2016, also Ministry of Oil takes part in Chinese Spring Festival Chinese, Addition to African partisan leaderships receive training session in China. And lastly, Chinese scientists invent a device to measure blood sugar through light signals all that are among the stories which have a human-interest frame.

Conflict Frame

Is the fourth predominant frame that appeared in Sudan Tribune stories. According to the findings, conflict frame grasps a slot of 17 stories among the total 120 stories got published in Sudan Tribune about China within the time frame, which is 14%. The conflict frame mainly highlights the economic repercussions of the tensions between the United State and China, frames used by Sudan Tribune journalists appear to be more neutral on economic conflict issues between two countries and the effects it. An example of this is the story China's President Xi Jinping on Wednesday, July 25, said there would be "no winner" in any global trade war, in a direct warning to US President

Donald Trump who has threatened to slap levies on all Chinese imports.

CONCLUSION

The researcher in this study discovered that the framing of the media represented by the Sudan Tribune for the image of China in Sudan was for the number of news collected about 120 and the positive side was 97% higher while the downside rate is 0%. Although the positive side is higher than the neutral side, neutral news and news stories were higher than negative news, due to the Sudan Tribune focus on its editing of news stories as well as responsibility frame. The researcher's findings are that the media image of China in Sudan media is more positive than negative. The researcher also found that the margin between positive and negative in reporting China is too wide in Sudan Tribune, both in positive and negative perspectives.

In broad terms, the researcher's conclusion affirms the hypothesis that: Sudan media take their position on international issues, including those involving China, irrespective of their exposure and long-term ties to Western media; and Sudan media professionals are capable of forming their own opinion despite of their exposure to the works of their Western counterparts. A consistent pattern recorded from the media which are Sudan Tribune reviewed is that, in general, Sudan

Tribune has a positive view of China. Nevertheless, Sudan Tribune in covering China from the data shows that they all acknowledge the influential position China has worldwide. The most dominant stories about China in Sudan Tribune media outlets were related to economic relations while there was infrastructure which accounts for a large share of China-related media coverage. Relevant news items focused primarily on Chinese investment in Sudan and the ambitious Belt & Road Initiative (BRI), which was repeatedly referred to unlike expecting others.

In addition, this study mainly concentrated on the Sudan Tribune. Therefore, given the popularity and reach of broadcast and electronic non-official media in Sudan, it is important that the study of the image of China in the Sudan media be extended to both radio and television. This study also targeted a time frame of one year from 1st January 2018 to 31st December 2018 which gave sufficient time to analyze important trends in the framing of the image of China in Sudan. However, this limits the study from analyzing the changing trends over the years and also examining the salient issues that come up in the framing of the image of China in different years. Therefore, it is appropriate that multi-year research can be conducted to examine the changing trends in the representation of the image of China in the Sudan media for longer periods of time.

**Appendix
Political News Report for Sudan Tribune**

No	Date	News headline	Type	Tones	Origin	Generic frames
1	Jan 3, 2018	Chief Justice Receives Ambassador of China	Political	Positive	Report	Attribution of responsibility
2	Jan 31, 2018	Message from Chinese President to Al- Bashir	Political	Positive	Report	Attribution of responsibility
3	Mar 15, 2018	China says its 'moderate' defense spending rises are no threat	Political	Positive	International agency	Conflict
4	Mar 15, 2018	Al-Bashir Informed on Level of Cooperation with BRICS Countries	Political	Positive	Report	Economic consequences
5	Mar 17, 2018	China Focus: Xi Jinping unanimously elected Chinese president, CMC chairman	Political	Positive	International agency	Attribution of responsibility
6	Mar 17, 2018	Li Zhanshu elected chairman of NPC Standing Committee	Political	Positive	International agency	Attribution of responsibility
7	Mar 18, 2018	Chinese president takes oath of allegiance to Constitution for first time	Political	Positive	International agency	Attribution of responsibility
8	Jan 3, 2018	Chief Justice Receives Ambassador of China	Political	Positive	Report	Attribution of responsibility
9	Jan 31, 2018	Message from Chinese President to Al- Bashir	Political	Positive	Report	Attribution of responsibility
10	Mar 15, 2018	China says its 'moderate' defense spending rises are no threat	Political	Positive	International agency	Conflict
11	Mar 15, 2018	Al-Bashir Informed on Level of Cooperation with BRICS Countries	Political	Positive	Report	Economic consequences
12	Mar 17, 2018	China Focus: Xi Jinping unanimously elected Chinese president, CMC chairman	Political	Positive	International agency	Attribution of responsibility
13	Mar 18, 2018	Snow breaks Beijing's longest dry spell in decades	Political	Positive	International agency	Human interest
14	Mar 21, 2018	Xi: Only socialism with Chinese characteristics can lead to national revival	Political	Positive	International agency	Human interest
15	Mar 21, 2018	People are creators of history, real heroes: Xi	Political	Positive	Report	Economic consequences
16	Mar 24, 2018	Sudan -China work Hand in Hand for carrying out Common Interests	Political	Positive	Report	Economic consequences
17	Mar 29, 2018	Deputy Speaker: Sudan stands as China inlet to African world	Political	Positive	Report	Attribution of responsibility
18	Apr 2, 2018	President Al-Bashir Congrats Chinese Presidents on Occasion of Reelect Him for New Session	Political	Positive	International agency	Conflict
19	Apr 3, 2018	N. Korea foreign minister meets counterpart in Beijing	Political	Positive	International agency	Conflict
20	Apr 30, 2018	Chinese government's top diplomat Wang Yi to visit North Korea this week	Political	Positive	Report	Economic consequences
21	Apr 30, 2018	Minister of Federal Government Receives Ambassador of China	Political	Positive	International agency	Conflict
22	Mar 18, 2018	Snow breaks Beijing's longest dry spell in decades	Political	Positive	International agency	Human interest
23	Mar 21, 2018	Xi: Only socialism with Chinese characteristics can lead to national revival	Political	Positive	International agency	Human interest
24	Mar 21, 2018	People are creators of history, real heroes: Xi	Political	Positive	Report	Economic consequences
25	Mar 24, 2018	Sudan -China work Hand in Hand for carrying out Common Interests	Political	Positive	Report	Economic consequences

26	May 3, 2018	China installs cruise missiles on South China Sea outposts - CNBC	Political	Positive	International agency	Conflict
27	May 30, 2018	Assistant of President Receives Chinese Ambassador	Political	Positive	Report	Attribution of responsibility
28	June 6, 2018	Media summit to play positive role in building up strength for SCO: Xi	Political	Positive	International agency	Attribution of responsibility
29	June 6, 2018	Bashir says relations with China be boosted further	Political	Positive	Report	Attribution of responsibility
30	June 19, 2018	President Al-Bashir Calls for Cementing Relations with China	Political	Positive	Report	Economic consequences
31	June 20, 2018	Dr. Al-Jaz Hails Sudanese – Chinese Relations		Positive	Report	Attribution of responsibility
32	June 30, 2018	Foreign Minister meets with ambassador of China in Sudan	political	Positive	Report	Attribution of responsibility
33	July 11, 2018	Beijing Declaration Commends Sudan Efforts on Peace in South Sudan	Political	Positive	Report	Conflict
34	July 22, 2018	Chinese president arrives in Rwanda for state visit	Political	Positive	International agency	Human interest
35	July 29, 2018	Beijing, Khartoum discuss Bashir's visit to China next September	Political	Positive	Report	Economic consequences
36	Aug 1, 2018	Defense State Minister discusses Chinese Sudanese Relations	Political	Positive	Report	Economic consequences
37	Aug 2, 2018	China says Zimbabwe election was 'orderly'	Political	Positive	International agency	Economic consequences
38	Aug 2, 2018	Dr. Al-Jaz Affirms Importance of Strategic Partnerships with China	Political	Positive	Report	Economic consequences
39	Aug 9, 2018	Seminar on internet media begins in Beijing	Political	Positive	Report	Human interest
40	Aug 15, 2018	Prof. Al-Dekheiri participates in Youth International Innovation Conference in China	Political	Positive	Report	Economic consequences
41	Aug 20, 2018	African partisan leaderships receive training session in China	Political	Positive	Report	Human interest
42	July 11, 2018	Beijing Declaration Commends Sudan Efforts on Peace in South Sudan	Political	Positive	Report	Conflict
43	July 22, 2018	Chinese president arrives in Rwanda for state visit	Political	Positive	International agency	Human interest
44	July 29, 2018	Beijing, Khartoum discuss Bashir's visit to China next September	Political	Positive	Report	Economic consequences
45	Aug 20, 2018	Ambassador Shaur: Preparations for Bashir's visit to China completed	Political	Positive	Report	Economic consequences
46	Aug 23, 2018	New Role for China in Humanitarian Work in Sudan	Political	Positive	Report	Human interest
47	Aug 23, 2018	New Oil Agreements Between Sudan and China	Political	Positive	Report	Economic consequences
48	Aug 24, 2018	China affirms continuation of support for media training in Africa	Political	Positive	Report	Human interest
49	Aug 25, 2018	Sudanese-Chinese committee to meet in Beijing	Political	Positive	Report	Economic consequences
50	Aug 20, 2018	Ambassador Shaur: Preparations for Bashir's visit to China completed	Political	Positive	Report	Economic consequences
51	Oct 16, 2018	Bakri Appreciates Strong Relations with China	Political	Positive	Report	Human interest
52	Oct 18, 2018	Dr. Faisal Lauds Firm Relations between Sudan and China	Political	Positive	Report	Human interest
53	Oct 25, 2018	President Al-Bashir Awards Neleim Order to Ambassador of China	Political	Positive	Report	Human interest
54	Nov 6, 2018	Jinping highlights commitment to promoting common growth	Political	Positive	Report	Attribution of responsibility
55	Nov 10, 2018	China urges international community to support Horn of Africa	Political	Positive	International agency	Conflict
56	Nov 10, 2018	Chinese Communist Party Affirms Support to Sudan at All Regional and International Forums	Political	Positive	Report	Attribution of responsibility
57	Dec 5, 2018	Undersecretary of Foreign Ministry Chairs Meeting on Relations with China	Political	Positive	Report	Economic consequences
58	Dec 5, 2018	President Al-Bashir Appreciates Firmness of Relations between Sudan and China	Political	Positive	Report	Attribution of responsibility
59	Dec 5, 2018	Deputy Chief Justice Receives Chinese Delegation	Political	Positive	Report	Attribution of responsibility
60	Oct 16, 2018	Bakri Appreciates Strong Relations with China	Political	Positive	Report	Human interest

Economic Report News for Sudan Tribune

No	Date	News Headline	Type	Tones	Origin	Generic Frames
1	Jan 7, 2018	China targets 2018 rail investment of \$113 billion, lowest since 2013	Economic	Positive	International agency	Economic consequences
2	Jan 15, 2018	Minister of Industry: Agreement with China to implement Sukie Sugar and integrated slaughter projects	Economic	Positive	Report	Economic consequences
3	Jan 29, 2018	Minister of Communications praises Sudanese-Chinese relations	Economic	Positive	Report	Human interest
4	Feb 1, 2018	Al-Jaz meets delegation from Chinese Small and Medium Enterprises Union	Economic	Positive	Report	Attribution of responsibility

5	Feb ٣,2018	In Aramco IPO, China talks crucial for choice of listing venue:	Economic	Positive	International agency	Conflict
6	Feb 15,2018	Ministry of Oil takes part in Chinese Spring Festival Chinese	Economic	Positive	Report	Human interest
7	Feb ١5,2018	Daimler in \$2 billion China investment with BAIC as Geely swoop	Economic	Positive	International agency	Economic consequences
8	Mar ٤, 2018	Khartoum hosts the forum and exhibition of "made in China"	Economic	Positive	Report	Economic consequences
9	Jan ٢, 2018	China targets 2018 rail investment of \$113 billion, lowest since 2013	Economic	Positive	International agency	Economic consequences
10	Jan15, 2018	Minister of Industry: Agreement with China to implement Sukie Sugar and integrated slaughter projects	Economic	Positive	Report	Economic consequences
11	Jan 29, 2018	Minister of Communications praises Sudanese-Chinese relations	Economic	Positive	Report	Human interest
12	Feb 1,2018	Al-Jaz meets delegation from Chinese Small and Medium Enterprises Union	Economic	Positive	Report	Attribution of responsibility
13	Feb ٣,2018	In Aramco IPO, China talks crucial for choice of listing venue:	Economic	Positive	International agency	Conflict
14	Feb15,2018	Ministry of Oil takes part in Chinese Spring Festival Chinese	Economic	Positive	Report	Human interest
15	Mar ٢٢, 2018	Beijing and Washington exchange trade threats	Economic	Neutral	International agency	Conflict
16	Mar ٢5, 2018	China to name reformer Guo Shuqing as central bank party chief - sources	Economic	Positive	International agency	Human interest
17	Mar ٢5, 2018	China's new finance minister says some tax changes coming	Economic	Positive	International agency	Attribution of responsibility
18	Mar ٢٦, 2018	Chinese PM calls for negotiation to resolve trade disputes	Economic	Positive	International agency	Conflict
19	Mar 29, 2018	Petroleum Minister Meets World Oil Council Official	Economic	Positive	Report	Human interest
20	Apr ٢٠٢٠١٨	China's Sinopec to more than double LNG capacity, boost shale gas output	Economic	Positive	International agency	Attribution of responsibility
21	Apr ٢٠٢٠١٨	More than 1,700 companies to attend the CIIE	Economic	Positive	International agency	Human interest
22	Apr ٢٦ ٢٠١٨	White House adviser Kudlow says China trade talks 'long process'	Economic	Positive	International agency	Attribution of responsibility
23	Ma 10, 2018	Minister of Minerals: Welcomes Chinese Investments	Economic	Positive	Report	Economic consequences
24	Ma 1٩, 2018	China agrees to import more from U.S	Economic	Positive	International agency	Attribution of responsibility
25	Ma ٢٢, 2018	China slashes auto import tariffs	Economic	Positive	International agency	Economic consequences
26	Ma ٢٦, 2018	Sudan: Openness in Cooperation with China in Oil Field	Economic	Positive	Report	Economic consequences
27	Jun ٢٠, 2018	Chinese central SOEs report record high May profits	Economic	Positive	International agency	Economic consequences
28	Jun ٢٤, 2018	China cuts some banks' reserve requirements to boost lending	Economic	Positive	International agency	Attribution of responsibility
29	Jun ٢٦, 2018	Arab League hosts preparatory talks on ministerial meeting with China	Economic	Positive	International agency	Economic consequences
30	July 8 , 2018	China's economy predicted to expand 6.7% in H1	Economic	Positive	International agency	Economic consequences
31	July 9, 2018	Wang Yi Meets with Minister of State at Ministry of Foreign Affairs Osama Faisal of Sudan	Economic	Positive	Report	Economic consequence
32	July ١٠, 2018	Chinese province considers incentives for couples to have more children: media	Economic	Positive	International agency	Human interest
33	July11, 2018	China's MOC spokesperson makes remarks about U.S. announcement of list of tariffs on 200-bln-USD Chinese goods	Economic	Neutral	International agency	Conflict
34	July16, 2018	U.S. launches five WTO challenges to retaliatory tariffs	Economic	Neutral	International agency	Conflict
35	July16, 2018	China sets record daily steel output	Economic	Positive	International agency	Economic consequence
36	July ١٩, 2018	DP World and China sign agreement to build trading cluster in Jebel Ali	Economic	Positive	International agency	Economic consequence
37	July 2٢, 2018	Al-Rikabi Discuss with CNPC increasing of Petroleum	Economic	Positive	Report	Economic consequence
38	July26, 2018	China's industrial output expands pct in H1	Economic	Positive	International agency	Economic consequence
39	July26, 2018	China-Zhونغtuo Company expresses desire in oil investment in Sudan	Economic	Positive	Report	Economic consequence

40	July26, 2018	China sees cheaper NEV power batteries	Economic	Positive	International agency	Economic consequence
41	July2 [^] , 2018	IMF China's economy progressing strongly performs, with reforms	Economic	Positive	International agency	Economic consequence
42	Aug1, 2018	China CNOOC's new terminal receives first LNG cargo	Economic	Positive	International agency	Economic consequence
43	Aug1, 2018	CORRECTED-UPDATE 4-Trump to propose 25-pct tariff on \$200 bln of Chinese imports	Economic	Neutral	International agency	Conflict
44	Aug 8, 2018	China's forex reserves rise by 5.8 billion US dollars	Economic	Positive	International agency	Economic consequence
45	Aug18, 2018	China's top diplomat says supports Turkey's efforts to safeguard stability	Economic	Positive	International agency	Conflict
46	Aug 25, 2018	China says agrees with Britain to discuss 'top notch' free trade deal	Economic	Positive	International agency	Attribution of responsibility
47	Aug 26, 2018	World's largest textile mill for colored yarns opens	Economic	Positive	International agency	Economic consequence
48	Aug 27, 2018	170 billion trade volume between China and Africa	Economic	Positive	International agency	Economic consequence
49	Aug 31, 2018	Forum on China-Africa agricultural cooperation opens in Hainan	Economic	Positive	International agency	Economic consequence
50	Sept 1, 2018	Sudan participates in Beijing International Travel and Tourism Fair	Economic	Positive	Report	Economic consequence
51	Sept 1, 2018	Dr. Al-Rikabi: Agreement with China to develop investment	Economic	Positive	Report	Attribution of responsibility
52	Sept 2, 2018	Al Bashir attends Signing with China	Economic	Positive	Report	Economic consequence
53	Sept 3, 2018	AU Commission Chair Calls For More Development Synergy Between China, Africa	Economic	Positive	International agency	Human interest
54	Sept 3, 2018	The next Forum for Cooperation between Africa and China (FOCAC) will be held in 2021 in the Senegalese capital Dakar,	Economic	Positive	International agency	Attribution of responsibility
55	Sept 8, 2018	3.1079 trillion US dollars China's foreign exchange reserves in August	Economic	Positive	International agency	Economic consequence
56	Sept 9, 2018	China's trade sees solid growth	Economic	Positive	International agency	Economic consequence
57	Sept 9, 2018	China's public donations exceeds 75 billion yuan in 2017	Economic	Positive	International agency	Human interest
58	Sept10, 2018	China's cross-border e-commerce turnover to top USD1.3 trln in 2018	Economic	Positive	International agency	Economic consequence
59	Sept10, 2018	China "undisputed leader" in energy transition: report	Economic	Positive	International agency	Economic consequence
60	Sept12, 2018	More than \$ 1.74 trillion partnership for public and private sectors in China	Economic	Positive	International agency	Economic consequence

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