Study on the Proximization in the International Publicity Discourse of Chinese-style Modernization

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Abstract

The theories and practices of Chinese-style modernization constitute invaluable resources for enhancing international publicity capabilities, which is directly linked to the country's core interests. Hence, constructing discourse that not only embodies the characteristics of Chinese-style modernization but also resonates with international perceptions holds urgent practical significance for advancing national rejuvenation, offering robust public opinion support throughout this process. This study investigates the proximization strategies employed in international publicity, specifically through a quantitative analysis of a self-constructed corpus based on China Daily's reports on Chinese-style modernization. The findings reveal a notably strong emphasis on spatial proximization, a moderate focus on temporal proximization, and a substantial emphasis on axiological proximization, collectively forming a positively skewed discourse. The research extends the scope and depth of proximization theory and offers novel perspectives for enhancing the international dissemination of Chinese-style modernization discourse. Key insights include: (1) leveraging spatial proximization to reinforce the prominence of IDCs and portray extensive interests; (2) augmenting the use of temporal proximization to foster scientific understanding among the public; and (3) emphasizing axiological proximization to build policy confidence and emotional resonance.

Keywords: Proximization Theory, Chinese-style Modernization Discourse, International Publicity

1. Introduction

International news reporting plays a pivotal role in China's international publicity discourse. It serves as a crucial channel for China to communicate its values and development path to the global audience and address international public opinion challenges. [1] Consequently, the discourse strategies employed in international news reporting can significantly influence and reflect the global public's perception of China's narrative. Proximization theory provides a framework to understand the cognitive-pragmatic mechanisms behind these discourse strategies, offering insights into how media, through the interaction of discourse strategies and cognitive mechanisms, articulate positions and disseminate ideologies[2]. This theory introduces innovative methods and perspectives for critical discourse analysis, which is essential for enhancing the effectiveness of Chinese-style modernization discourse in international publicity.

A review of the literature indicates that both domestic and international scholars initially applied proximization theory to analyze conflict discourse in political, economic, and military contexts, focusing on the negative impact of ODCs on IDCs. For instance, Cap analyzed political speeches before and after the US invasion of Iraq, exploring how the US constructed discourse legitimacy to mislead the global community[3]. Yan Bing and Zhang Hui conducted a comparative study on the discourse of China, the US, and the UK during the Sino-US trade war, revealing that both Chinese and UK discourse strategies tended to delegitimize US actions and expose the dangers of US fantasies[4]. Qiu Jin and Cui Mengchen performed qualitative and quantitative analysis of mainstream media reports in China and the US on the US nuclear submarine collision in the South China Sea, uncovering the ideological motivations behind US military actions[5]. In recent years, with a relatively stable international environment and the rising prominence of potential social issues such as security, health, and climate, the application of proximization theory has expanded to include public discourse research, addressing both negative and positive discourse. Zhao Xiufeng and Zhao Lin examined the proximization strategies in the Trump administration's energy security discourse, revealing the mechanisms for legitimizing new energy policies[6]. Yao Zhenhai investigated reports on combating COVID-19, demonstrating how related discourses positively stimulated the construction of a joint anti-epidemic community awareness through proximization strategies[7]. Ma Qian analyzed cooperative diplomatic discourse using Chinese "harmony"

discourse as an example, offering positive insights for constructing an international discourse system from different dimensions[8]. Wang Zheng and Zhang Hui explored the proximization construction strategies in the poverty alleviation discourse of Chinese and Western media, highlighting the positive global evaluation of such discourses through triangulated verification[9].

Existing research mainly focuses on conflict discourse and public discourse, with fewer studies examining the use of proximization strategies in international publicity discourse related to Chinese values and policies. There is a need for more in-depth research on the lexical and textual features, as well as the legitimization process behind these strategies. This study addresses this gap by exploring the phenomena of proximization in the international publicity discourse of Chinese-style modernization from three perspectives: space, time, and axiology. Using quantitative identification and statistical analysis, it delves into the legitimization process and provides insights for the international promotion of Chinese-style modernization.

2. Theoretical Framework

Cap's proximization theory explains how discourse constructs and conveys specific cognitive realities through particular linguistic strategies, profoundly impacting people's cognition and behavior. The theoretical model categorizes entities within the cognitive discourse space into two opposing groups: those within the deictic center (Inside Deictic Center) and those outside it (Outside Deictic Center). IDCs align with the self-perspective, referring to the speaker and listener, while ODCs align with the other perspective, often perceived as disruptive and subversive[10].The discourse space expands outward from the deictic center along three axes: spatial, temporal, and axiological. Spatial proximization strategies involve the discourse explaining the physical invasion of ODCs into internal ones through various lexical-grammatical constructions. Temporal proximization strategies typically focus on specific, marked time points, centering on "now" and interpreting past and future events in relation to the present, characterized by distinct diachronicity[11]. Axiological proximization strategies are more abstract, primarily addressing ideological conflicts between the two sides and exploring the deeper motivations behind their social communicative practices[12].The language of international news reporting tends to be more stance-oriented, with very cautious language choices. From the perspective of critical cognitive linguistics, the theoretical framework of proximization theory aligns well with the critical analysis of such discourse, offering strong explanatory power.

3. Corpus and Small Corpus Construction

The corpus for this study was sourced from the official English website of China Daily. It covers a period of one year, starting from October 16, 2022, to October 16, 2023, following the elucidation of Chinese-style modernization at the 20th National Congress of the Communist Party of China. Using the keyword "Chinese-style Modernization", 40 representative reports were selected to construct a small corpus, which serves as the basis for quantitative analysis. Based on Cap's classification of the three proximization strategies, this study designed corresponding annotation codes: spatial proximization strategies are labeled as sp1 to sp6, temporal proximization strategies as tp1 to tp5, and axiological proximization strategies as ap1 to ap3[13]. First, core terms and grammatical constructions for each category were determined according to the characteristics of the corpus. These standards were then used to manually annotate the corpus. Upon completion of the annotation, AntConc4.2.4 was used to retrieve the annotation codes and count their corresponding frequencies. Synonyms, similar terms, and inflectional variations were treated as the same term for proportion calculation, adhering to the 0.1% threshold principle (Cap 2013). The analytical framework of this study is detailed in Table 1.

Table 1. Core Terms and Grammatical Constructions of Spatial, Temporal, and Axiological Proximization Strategies and Their Annotation Codes

Dimension	Core Terms and Grammatical Constructions	Annotation Code
Spatial proximization	Noun phrase recognized as IDC	sp1
	Noun phrase recognized as ODC	sp2
	Motion verb phrases and directional verb phrases recognized as ODC moving towards IDC	sp3
	Action verb phrases recognized as ODC exerting influence on IDC	sp4
	Noun phrases indicating anticipated influence of ODC on IDC	sp5
	Noun phrases indicating the result of ODC's influence on IDC	sp6
Temporal proximization	Use of non-finite noun phrases, constructing peripheral entities' influence in other time frames	tp1
	Use of simple past tense and present perfect tense, generating contrasting discourse, constructing past events' threat to the future	tp2
	Use of nominalized phrases, presupposing ODC's influence at any future time	tp3
	Use of modal verb phrases, constructing ODC's continuous influence on the present and future	tp4
Axiological proximization	Noun phrase recognized as IDC's positive values or ideology	ap1
	Noun phrase recognized as ODC's negative values or ideology	ap2

4. Proximization Analysis

4.1 Spatial Proximization

Spatial proximization strategies focus on how language constructs boundaries between "us" and "them," reflecting and reinforcing power relations. They account for the highest proportion of legitimization strategies used in the reports, at 10.59%. The spatial proximization analysis of the Chinese-style modernization discourse corpus is shown in Table 2.

Table 2. Spatial Proximization Keywords - Grammar Constructions and Frequency Statistics

Categories	Lexical-Grammatical Constructs	Frequency
sp1	China/ CPC/ government	3.77%
	countries/ regions/ world	2.15%
	people/ community	1.81%
	social sectors (economy, nature, culture, etc.)	1.61%
sp2	West/ America/ doubters	0.32%
	social problems (poverty, war, etc.)	0.22%
	Global issues (geopolitics, alienation, anti-globalization, etc.)	0.14%
sp3	undermine/ narrow/ hinder/ tamper/ tighten	0.20%
sp4	lag/ shrink/ suffer/ toil/ fall	0.12%
sp5	gap/ danger/ deficit/ imbalance/ instability	0.10%
sp6	death/ failure/ injustice/ prejudice	0.15%
Total		10.59%

"China" "world" "people" and "society" are understood as IDCs, constituting 9.34% of the references. Among these, "China" appears 1,288 times in the reports, highlighting China's role as the proponent of Chinese-style modernization and demonstrating its determination to shoulder responsibilities amid significant global changes. This sets a precedent for countries seeking similar economic growth and technological advancement in the current global landscape. The terms "country" and "people" underscore the extensive inclusiveness and beneficial nature of Chinese-style modernization, aiming not only to build a community with a shared future for humanity but also to benefit the world broadly. It emphasizes a people-centered approach where achievements are intended to benefit all people. The reports also classify more abstract aspects of society (such as economy, environment, resources) and global development processes (such as globalization, industrialization) as IDCs. This highlights the comprehensive and coordinated development characteristic of Chinese-style modernization. In contrast, the reports identify certain Western countries that spread rumors and slander Chinese-style modernization, social problems hindering development, and ideological factors threatening global stability as ODCs, with a frequency of 0.68%, significantly lower than that of IDCs. This suggests that the threats posed by ODCs can be gradually eliminated during the process of Chinese-style modernization, showcasing the positive and optimistic attitude of the news reporting language towards the future.

The proportion of verbs indicating displacement and direction toward IDCs (0.20%) is higher than that of action verbs indicating the impact results (0.12%). This suggests that China Daily's reports emphasize the active harm caused by Western-style modernization, such as widening wealth gaps and frequent wars, on countries and people, by undermining economic foundations and hindering high-quality development. This approach helps the

audience better understand the logical relationships and consequences of events, challenging the myth that "modernization equals Westernization" and enhancing the desire for more advanced modernization schemes. Noun phrases indicating the expected impact and results on IDCs are fewer compared to the previous two types, indicating that the discourse of Chinese-style modernization emphasizes the dynamic process of global issues harming countries and people. It underscores the immediacy, continuity, and urgency of these harms, while Chinese-style modernization, as a new scheme, can intervene in time and reverse the situation before more severe consequences arise. Additionally, noun phrases indicating impact results are more numerous than those indicating expected impacts, reflecting the pragmatic style of news language. This shows that the harm has already occurred, further enhancing the persuasive power of the Chinese-style modernization discourse.

E.g.1: In recent times, there have been instances of some new media platforms ***distorting reality*** and ***tainting the private economy***, and even trying to ***defame some private entrepreneurs***.(2023-9-8)

In Example 1, instances where media language distorts facts are perceived as ODCs, whereas the private economy is viewed as an internal entity. The term "distorting reality" underscores the tendency of some media outlets to disregard facts, casting the private economy as "undisciplined" and "lacking foresight." This negative portrayal undermines the credibility and role of the private economy, adversely affecting its development on a national scale. Such media practices suggest that new media platforms—or more broadly, external, uncontrolled media forces—pose a potential threat to the internal, stable, and positive socio-economic order, altering the audience's psychological perception. Consequently, this scenario justifies and necessitates implementing measures to safeguard and guide the development of the private economy within the framework of Chinese-style modernization.

The reports provide a detailed account of the positive dynamic influence of Chinese-style modernization policies and measures on the entity level, specifically on IDCs (2.83%), which far surpasses the negative impact on ODCs (0.32%). This disparity reflects China Daily's emphasis on highlighting the beneficial effects of Chinese-style modernization. Through this approach, the reports effectively shape a positive, proactive image of the Chinese government, enhancing its reputation, reducing the audience's negative emotions, and fostering greater goodwill and recognition toward Chinese-style modernization.

E.g.2: In doing so, China has ***blazed a new path*** for developing countries to ***move toward modernization***, and ***provided new options*** for nations wishing to ***accelerate their development*** and ***maintain their independence and autonomy***.(2022-10-28)

Example 2 illustrates the global impact of Chinese-style modernization. The phrase "blazed a new path" portrays China as a trailblazer, emphasizing the innovative and pioneering nature of Chinese policies on the global stage. The expression "provided new options" suggests that China offers an alternative rather than an imposed model, thus presenting an image of equality and amicability in international relations. The use of dynamic verbs such as "move," "accelerate," and "maintain" underscores the advantages that developing countries can derive, evoking a positive perception of Chinese-style modernization and fostering a specific psychological acknowledgment among the audience.

4.2 Temporal Proximization

Temporal proximization frequently merges the recipient's established understanding of past events with the speaker's assumed consensus regarding potential current events, thereby guiding the recipient to form a simulated consensus about future occurrences.[14] In the self-compiled corpus, four category patterns emerged, with the smallest proportion detailed in Table 3.

Table 3. Temporal Proximization Keywords - Grammar Constructions and Frequency Statistics

Category	Lexical-Grammatical Constructs	Frequency
tp1	a challenging task/ a severe shortage/ an uncertain world	0.30%
tp2	did+ have done	0.20%
tp3	challenge/ risk/ concern	0.33%
tp4	will/ may/ should/ can	0.10%
Total		0.93%

The reports tend to utilize non-finite descriptive noun phrases and nominalized phrases (0.63%) more frequently than past tense, perfect tense, or modal verb phrases (0.30%) to establish time proximization. The rationale behind this preference is that the former are typically employed to describe abstract states or events at specific points in time, rather than being constrained to the past or present. This mode of expression aids in constructing a dynamic time frame in news reports, indicating that the negative state of ODCs on IDCs can extend beyond a singular point in time, thus illustrating its enduring impact across the entire timeline.

E.g.3: For example, since the US *didn't follow* a path of common prosperity, populism *is produced* in *a situation where the gap between rich and poor widens day by day*.(2023-06-05)

In this example, the non-finite descriptive noun phrase "a situation where the gap between rich and poor widens" effectively constructs the impact of external factors within a broader temporal framework. Specifically, it indicates that under the US political environment, the increasing disparity between rich and poor has led to severe consequences, such as rampant populism. The use of the simple present tense complements this by reflecting the immediacy of the issue, while the continuous time adverbial "day by day" suggests that the existing problem is likely to continue deteriorating in the future.In contrast, China focuses on addressing the needs of people from diverse backgrounds, striving to balance universality with specificity, and promoting common prosperity for all citizens. This discourse not only critiques the unilateral modernization efforts of the West but also underscores the advantages of Chinese-style modernization strategies.

Secondly, the use of nominalized phrases transforms events or states into abstract concepts, emphasizing their universality and persistence. By employing nominalization, the report can abstract the impact of an event or state from its specific temporal context, thereby broadening its applicability and potential influence on future moments. This approach enhances the persuasiveness and influence of the report, encouraging readers to consider the long-term consequences of events or states. Simultaneously, the report minimizes the use of modal verbs to maintain its objectivity and authority.

E.g.4: The world *is grappling with* unprecedented *challenges*.(2022-10-23)

In this example, "challenges" clearly indicates that the world is facing unprecedented difficulties. The verb has shifted from an "action category" to an "object category," transcending the specific moment of challenge and evolving into a broad, profound, and objectively existing threat. To address this challenge, Chinese-style modernization advocates for building a community with a shared future for humanity, fully demonstrating the responsibility of a major country. By nominalizing "challenge" and using the present continuous tense, the report emphasizes the severity of the global situation without introducing excessive subjectivity. This indicates that if not addressed promptly, the situation is likely to persist and even become the norm, thereby providing a rationale for implementing Chinese-style modernization policies.

The temporal proximization strategies extend the spatial proximization strategy, constructing not only the

negative impact of ODCs on IDCs but also emphasizing the positive role of Chinese-style modernization. The total frequency of related words is as high as 3.66%, reflecting that news reports focus on intuitively presenting the positive benefits to the audience across different time frames. This indicates that choosing Chinese-style modernization is not a last resort made under multiple threats, but a superior option at any time, highlighting the significant advantages of Chinese-style modernization.

E.g.5: Similarly, socialism with Chinese characteristics **has entered a new era** of **continuous improvement** of every aspect of people's lives. This **instills** in people the confidence that the future **will be** better.(2023-02-27)

This example uses various lexical and grammatical elements to highlight the significant benefits that socialism with Chinese characteristics brings to the people. The present perfect tense in "has entered" signifies that China has embarked on a new era of modernization, with positive effects originating from the past. The combination of the non-finite descriptive noun phrase "a new era," the nominalized phrase "continuous improvement," and the simple present tense "instills" demonstrates that Chinese-style modernization has become a universal reality, significantly improving people's living standards over different periods, with ongoing and far-reaching positive impacts. The terms "the future" and the future tense "will" indicate that these positive effects will continue indefinitely, showcasing that Chinese-style modernization is a great endeavor that benefits both the country and its people, affirming its advanced nature across various time frames.

4.3 Axiological Proximization

Axiological proximization often interacts with other proximization strategies to collaboratively construct and convey specific social and political messages. This interplay helps in understanding and uncovering the ideological dynamics embedded within the language. Within the corpus of Chinese-style modernization discourse, this phenomenon manifests in two distinct ways, as detailed in Table 4.

Table 4: Axiological Proximization Keywords - Grammatical Constructions and Frequency Statistics

Category	Lexical-Grammatical Constructs	Frequency
ap1	development/ prosperity/ peace/ opportunity/ progress	4.25%
ap2	problems/ conflict/ difficulty/ disaster/ dispute	0.34%
Total		4.59%

The analysis of the self-built news report corpus revealed that 4.25% of discourse constructions reflect IDC's positive values. This demonstrates the positive influence and promotion of entities such as Chinese-style modernization and socialism with Chinese characteristics on a global scale, using terms like "development" and "prosperity." Additionally, China Daily employs 0.34% of vocabulary at the text level to highlight the negative values of ODCs, portraying an ongoing encroachment on IDCs and the resulting adverse effects. This portrayal translates value conflicts into tangible physical conflicts, inciting fear and anxiety among the audience.[4] This anxiety serves as a crucial mechanism for Chinese-style modernization to showcase comparative advantages, garner audience support, and legitimize related measures.

Statistics show that the frequency of ap1 words far exceeds that of ap2, reflecting the stance and perspective of the news reports. As China's official English-language media, China Daily often emphasizes the positive aspects of Chinese-style modernization and IDCs. This approach aims to demonstrate confidence in the system and enhance China's international image. Additionally, the axiological proximization strategy emphasizes resonance and identification with the audience. By carefully selecting the content and angles of its reports, the media can influence public perception and attitudes towards specific issues or entities. By highlighting the positive values of Chinese-style modernization in promoting development and improving people's livelihoods, China Daily can enhance international perception and favorability towards China, thereby facilitating effective information dissemination. Furthermore, this practice involves fulfilling the political and social responsibilities of the media. As an official outlet, China Daily must consider the political interests and social responsibilities of the country when reporting international news. Emphasizing the positive aspects of IDCs helps safeguard the

country's image and interests while promoting and disseminating China's values and culture to the international community.

E.g.6：China's ***contribution*** to the world can be gauged from the fact that it contributes more than one-third of global ***economic growth***, with the Belt and Road Initiative serving as a global ***public good***, and that it is the second-largest ***contributor*** to the UN 's regular and peacekeeping budgets, it also has more than 2,500 personnel serving on UN ***peacekeeping missions***, more than any other permanent member of the Security Council.(2022-12-29)

This example places China's contributions within a global context, using positive terms such as "contribution", "growth", and "public good" to highlight its value and affirm the global influence and positive impact of Chinese-style modernization. Additionally, quantitative expressions like "more than one-third of global economic growth" reinforce China's crucial role in the global economy. Describing China's peacekeeping personnel as "more than any other permanent member of the Security Council" not only underscores China's international contributions but also suggests a leading role within the UN Security Council.

E.g.7: The ***rising costs*** of living and ***tightening financial conditions*** are felt throughout the world, especially in the developing countries, as many of them are suffering from unsustainable ***debt burdens***.(2022-11-04)

The example starts by emphasizing the global nature of rising living costs and economic shortages with the phrase "throughout the world," creating a cognitive connection with readers. By then focusing on "especially in the developing countries," it highlights the more severe problems faced by these nations, underscoring their vulnerable position in the global economic environment. Throughout, the emphasis on negative aspects of ODCs is clear, with phrases like "rising costs" and "tightening financial conditions", illustrating the immense pressure and negative impact on IDCs. This approach helps the audience recognize the real and urgent threats, fostering concern for their future and legitimizing Chinese-style modernization.

5 International Publicity Strategy Research

5.1 Conclusions of Proximization Analysis

Based on a detailed analysis of lexical-grammatical items across three dimensions, the study finds that the discourse of Chinese-style modernization in international publicity exhibits unique characteristics:

Significant Spatial Proximization: Spatial proximization is especially prominent in the reports, accounting for the highest proportion. This is mainly evident in the emphasis on IDCs, with word choices focusing on showcasing the dominant position of Chinese-style modernization and representing the interests of broader groups, thus expanding support. In constructing interactions between IDCs and ODCs, verbs are used more frequently than nouns, and words indicating results outnumber those indicating expectations. This vividly presents the active and dynamic process of engagement, helping the audience better understand the causal relationships and highlighting the necessity of Chinese-style modernization.

Relatively Weak Temporal Proximization: Temporal proximization appears less frequently compared to spatial proximization. The reports primarily use non-finite descriptive noun phrases and nominalized phrases to emphasize the catastrophic impact of ODCs over time, underscoring the repetitiveness, immediacy, and continuity of threats. This forward-looking analysis and precise prediction can capture public attention regarding global issues, guiding the public and decision-makers to form more reasonable and scientific perceptions. Consequently, this fosters positive perceptions and recognition of Chinese-style modernization measures within the international community.

Emphasis on Positive Values of IDCs in Axiological Proximization: In terms of axiological proximization, reports on Chinese-style modernization feature significantly more positive value words associated with IDCs compared to negative value words related to ODCs. This demonstrates confidence in the values underpinning Chinese-style modernization, emphasizing its legitimacy and positive contributions while downplaying external negative factors. The construction of spatial and temporal dimensions within the discourse supports these conveyed values. Consequently, these dimensions employ numerous verbs, noun phrases, and tense grammatical structures that highlight the positive aspects and achievements of Chinese-style modernization, thereby enhancing the audience's positive psychological perception.

5.2 Implications for the International Publicity of Chinese-Style Modernization Discourse

(1) Utilize Spatial Proximization to Strengthen IDCs' Dominant Position and Broad Interest Representation

The strategy of spatial proximization is crucial in constructing the discourse of Chinese-style modernization. For international publicity, reports should delve deeply into and highlight how Chinese-style modernization, as a dominant position, represents the interests of diverse global groups. By using words and expressions with a strong spatial sense, such as "lift" "build" and "push", the active role and extensive impact of Chinese-style modernization across various fields can be vividly depicted. Additionally, it is important to balance the portrayal of actions, expectations, and outcomes of external threats by using precise and vivid verbs to describe the dynamic process of negative impacts, while being mindful of emotional nuances to engage and resonate with the audience.

(2) Enhance Temporal Proximization to Shape Public Scientific Understanding

Leveraging temporal proximization effectively can guide the public to objectively and scientifically view global issues and the solutions offered by Chinese-style modernization. By employing non-finite descriptive noun phrases and nominalized expressions, abstract concepts can be made concrete, emphasizing the continuity and urgency of external challenges or global issues. Using various tenses in the narrative increases flexibility, thereby enhancing the accuracy and credibility of the discourse. Additionally, by making the future vision of Chinese-style modernization concrete and operational, alongside specific policies and projects, we can illustrate potential future achievements and contributions. This approach demonstrates the long-term and positive impacts of Chinese-style modernization, moving beyond simple timelines or phased results, and provides strong support for the external promotion of such discourse.

(3) Emphasize Axiological Proximization to Foster Policy Confidence and Emotional Connection

In terms of axiological proximization, emphasis should be placed on the positive values and confident stance of Chinese-style modernization. Using positive verbs, noun phrases, and tense constructions, such as "promote" "development" and "has become an engine of global infrastructure," the positive aspects of Chinese-style modernization across various dimensions can be highlighted. Meanwhile, it is essential to avoid overemphasizing external negative factors to maintain the positive tone of the publicity message. By consistently conveying policy confidence and a positive stance, the audience will develop a more solid impression of the positive image of Chinese-style modernization through coherent psychological perception, fostering resonance and identification with the audience.

6 Conclusion

The study concludes that utilizing three comprehensive proximization strategies in news discourse has successfully crafted a more vivid, multidimensional, and persuasive system for international publicity. This approach effectively communicates the voice and power of Chinese-style modernization to a global audience. Vivid spatial descriptions offer an accurate portrayal of the dominant position and extensive influence of Chinese-style modernization across various fields. Effective temporal proximization enhances the public's scientific understanding of pertinent issues and underscores the long-term contributions of Chinese-style modernization. Accurate axiological proximization conveys a confident attitude and fosters emotional recognition of Chinese-style modernization, thereby shaping a positive image. This research advocates for further enhancements and refinements to these proximization strategies, providing a viable direction for promoting Chinese-style modernization in international publicity with greater efficacy and specificity. However, the analysis, limited to 40 reports from a one-year period, suggests the need for broader research to fully capture the discourse on Chinese-style modernization.[15] In the pursuit of a comprehensive understanding and dissemination, it is imperative that the database be expanded, and the analytical perspectives employed in data analysis be diversified, thereby not only contributing to a more nuanced portrayal but also enhancing the recognition and influence of Chinese-style modernization within the international community.

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