

Research on the Evaluation Resources of Jiangsu's International Political Image in American Mainstream Media Reporting

--An Empirical Analysis Based on COCA Corpus

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Abstract: With the enhancement of China's comprehensive national strength and the deepening of its opening to the world, Jiangsu Province, as a developed province in domestic politics and economy, has also received widespread attention in the eyes of international public. Strengthening international exchanges and cooperation, promoting mutual understanding among different regions of the world, acquainting the world with Jiangsu, China, and establishing a good international political image of Jiangsu can provide a good international external environment for the development of Jiangsu, promoting the common prosperity and development of world economy and politics, and achieving mutual benefit and win-win results. This paper takes the political news reports of Jiangsu Province collected by the mainstream American media in COCA corpus from 2008 to 2017 as the research object, analyzes the relevant news reports employing the corpus method with the combination of the provincial conditions of Jiangsu Province, explores and studies the relevant issues in the external dissemination of Jiangsu's international political image, in order to provide assistant decision-making in enhancing Jiangsu's political image.

1. Introduction

With the deepening of national reform and opening-up and the increasing frequency of international exchanges, regional exchanges and cooperation are becoming more and more important. Bright international business cards of a region can bring enormous economic and social benefits to development. Regional international image has become a potential resource for its development[1]. In recent years, with the rapid development of Jiangsu's economy and the rapid improvement of people's livelihood, the steady progress of "stepping up to a new level and building a new Jiangsu" has promoted the influence of Jiangsu in the international community year by year. The international good image plays an increasingly prominent role in stimulating Jiangsu's opening up and has become an important factor in promoting Jiangsu's economic development. How the international community views the development of Jiangsu is greatly influenced by the international mainstream media. The image of Jiangsu that the foreign public perceives is largely the image presented by the western mainstream media, especially the American mainstream media[2]. The mainstream media of the United States has a strong international voice. The image of Jiangsu constructed by the mainstream media of the United States guides the international community's recognition of Jiangsu, and influences the development of tourism, foreign investment, export of products and even the achievement of regional economic, social and even political goals of Jiangsu. Therefore, we should strengthen the corpus method to study the international image of Jiangsu in the mainstream media reports of the United States, formulate scientific coping strategies, and on the basis of objective judgment of international public opinion and scientific evaluation of the international political image of Jiangsu, promote the construction of a more objective and comprehensive international image of Jiangsu in the international arena, so as to better serve the political, economic and social development of Jiangsu. It can be seen that in the process of internationalization, Jiangsu Province's external image communication has gradually become not only an important means to establish an international image and an international status, but also an

important condition to promote regional exchanges, cooperation and common development. It is also an important way for Jiangsu Province to improve the influence and competitiveness of international regions.

2. Research Ideas

The typical application of data mining technology in linguistics is corpus linguistics. Corpus is a limited set of discourses selected on the basis of scientific sampling principle. It should be stored in a computer-processable form, and be representative, and reflect the characteristics of the object of study to the greatest extent. Using corpus approach to study agenda setting and critical discourse analysis in news reporting is one of the hotspots in corpus linguistics[3]. From the perspective of corpus linguistics, the research on the international image construction of Jiangsu in mainstream media news reporting in the United States has begun to take shape, but the research results generally show the characteristics of emphasizing communication strategies over public opinion monitoring, emphasizing macro-control over data analysis[4]. In recent years, the corpus method has been used to analyze the international image of Jiangsu in American mainstream media news reports. The content of the corpus method focuses on the analysis of the distribution of the number of texts and the agenda setting of American mainstream media reports in the field of news communication[5]. It fails to deeply analyze the underlying logic and social significance of text data, so it is impossible to find out the reflection behind news reports. It is difficult to find an effective way to improve the effectiveness of Jiangsu's foreign propaganda strategy. In order to carry out further research, this paper takes the news reports of Jiangsu by the mainstream American international media from 2008 to 2017 as the corpus text, uses the corpus linguistics method to explore the discourse and image construction of Jiangsu Province reported by the mainstream American media, and analyses and reveals the values behind its news reports.

In this study, the corpus is constructed from the Corpus of Contemporary American English (COCA) by extracting relevant articles and reports published by the mainstream American media in the political field of Jiangsu Province from 2008 to 2017. The corpus is used to observe and identify the intrinsic meaning of discourse through word frequency, subject word index, collocation and grammatical construction, and to qualitatively analyze the subject of media discourse, content, standpoint and ideology. It is also employed to discuss the characteristics of agenda setting and discourse characteristics of American mainstream media in Jiangsu, interpret the distribution of attitudinal resources and its evaluation significance of American mainstream media in Jiangsu-related news reports, study the news concepts and operation practices of American mainstream media in Jiangsu-related news reports, and investigate the strategies and rules of American mainstream media in shaping Jiangsu's international image, focusing on figuring out the ways to improve the international image of Jiangsu.

3. A Study of Jiangsu's International Political Image in Mainstream Media Reporting in the United States

News reporting is a systematic screening of events and topics by media publishing agencies according to the category set of social construction. Articles published by the media highlight the focus of attention of the voice authority and the guiding strategies for the audience[6]. It is through screening the news reporting agenda that the mainstream media in the United States influence the international audience's interpretation of the current situation of Jiangsu. In the COCA database, we retrieved the news reports containing “Jiangsu” from 2008 to 2017. The results show that there are 29 reports mentioning Jiangsu in the content of the article. From the perspective of the areas covered by the news reports of the mainstream media in the United States, the agenda set by the mainstream media in the United States reporting Jiangsu directly is mostly in the political and economic fields, accounting for about half of the total number of relevant reports. This shows that, on the whole, the image of Jiangsu in the mainstream media of the United States is China's “politically and economically developed provinces”. In addition, the setting of news domains also

includes social, scientific and cultural, physical education, biomedicine, environmental protection and so on. From the results of the search, it can be seen that the political changes in Jiangsu Province are also the focus of attention of the mainstream media in the United States.

Of the 29 news reports related to Jiangsu (from 2008 to 2017), 6 were related to Jiangsu's political field, accounting for about the total number of reports, as it is listed in table 1.

Table 1 Summary of Political Reports in Jiangsu-Related Reports From 2008 to 2017 in COCA Corpus.

Newspaper name	Article name	Date of Report	The frequency of the word "Jiangsu" in the report
ACAD: Foreign Affairs	Long Time Coming. (cover story)	Jan/Feb2008, Vol. 87 Issue 1, p2-22, 21p	2
MAG: Newsweek Web Exclusives	China's Anthony Weiner: A Chinese bureaucrat accidentally reveals an affair, and corruption, online.	Sep 23, 2011	1
MAG: National	Our Fertilized World	May2013, Vol. 223 Issue 5, p94-111	1
MAG: Futurist	Foresight as Dialogue	Mar/Apr2013, Vol. 47 Issue 2, p46-50	1
ACAD: Political Science Quarterly (Wiley-Blackwell)	Managing Group Interests in China	Spring2014, Vol. 129 Issue 1, p107-131.	1
ACAD : Political Science Quarterly (Wiley-Blackwell)	Clientelism with Chinese Characteristics: Local Patronage Networks in Post-Reform China	Dec2014, Vol. 129 Issue 4, p675-701	2

3.1 Report on the Reform of Political and Democratic Elections At the Grass-Roots Level in Jiangsu Province.

Foreign Affairs, a magazine published in February 2008, as was reported in table 2, reported the pilot work of democratic electoral system reform in China under the headline of cover story "Long Time Coming "[7]. Thorn mentioned the situation of grass-roots political and democratic elections in Jiangsu Province twice in his article, and pointed out that "A senior official at the Central Party School told me, for instance, that in the prosperous province..." A pilot program will soon have all of the townships conducting competitive polls. In his article, Thorn refers to Jiangsu Province as "prosperous province" by referring to the conversations of senior managers of the Central Party School. He shows the overall image of Jiangsu's prosperity and development in the international arena, and gives a high degree of affirmation. He also makes positive propaganda for the promotion of Jiangsu's regional international image and competitiveness. The author of the news report points out that Jiangsu, as a prosperous province, will carry out direct election activities for leading cadres of state organs in all townships and towns. He also reported on the pilot work of democratic elections at the grass-roots level in Jiangsu Province, which he believed was in the forefront of the country, but from the title of the article "Long Time Coming", it was obvious that Thorn, the author of the news report, believed that the democratization degree of the grass-roots elections of township governments in Jiangsu Province was far from the real grassroots democracy in the West, and there is still a long way to go, during which a large number of supporting reforms are needed to adapt to it.

In the same news report, Thornton also reviewed the pilot reform of the electoral system of cadres at the sub-county level in Jiangsu Province since 2000, and made a direct comment on it. He believed that although the scope of the pilot system of cadres at the sub-county level was less than 0.5% of the number of similar administrative regions in the country. It was due to the fact that in each pilot county region, the number of cadres at the sub-county level was less than 0.5%. With a population of about 450,000; it is obviously of great political significance to carry out experiments on democratic electoral reform in regions with such a large population and to explore and summarize the new situations encountered in the process of democratic electoral reform so as to

provide reference for the development of political democratization in the next stage. From the main content of this article, compared with other provinces in China, Jiangsu in Thornton's eyes was relatively developed in politics and economy, and the reform of political democratic elections was in the forefront of provinces and cities in China. However, there is still a big gap between the grassroots political democratic elections in China as a whole and the western countries such as the United States, and the development and progress in this respect still needs a long time. When reviewing the reform of democratic political elections at the grass-roots level in Jiangsu Province and other regions in 2008, the author of the news report thinks that Jiangsu Province, under the guidance of the central policy, would carry out the pilot work of direct elections for township cadres and “public elections” for some vice-county cadres, which is a step towards a higher stage of political democratization, and that the pilot work of promoting the reform of the political electoral system will surely achieve new and tremendous development and progress[8]. Simultaneously, we should also recognize that the reform of democratic electoral system is a long and complex process, and the process of political democratization will certainly be very long and tortuous. In this news report, Thornton pointed out that Jiangsu was making progress in democratic political elections, but also hinted that the grass-roots democratic political elections in Jiangsu Province at that time were still at a relatively early stage compared with those in the United States and other Western countries. He believed that the development of grass-roots democratic elections in Jiangsu Province of China would be a long process, which we can see from the news reports. Although the author was optimistic about the development prospects of Jiangsu's democratic politics, he was cautiously optimistic about Jiangsu's political democracy at that time, suggesting that the situation of Jiangsu's political democracy and the image of regional political democracy in the international community need to be further improved.

Table 2 Coca Corpus Report on the Reform of Political and Democratic Elections at the Grass-Roots Level in Jiangsu Province in the Ten Years from 2008 to 2017

Newspaper name	Article name	Date of report	The frequency of the word “Jiangsu” in the report
ACAD: Foreign Affairs	Long Time Coming. (cover story)	Jan/Feb2008, Vol. 87 Issue 1, p2-22, 21p	2

3.2 Jiangsu Province Needs to Continuously Strengthen the Educational Management of Civil Servants

The magazine Newsweek Web Exclusives, published in September 2011, as was listed in table 3, with the title “China's Anthony Weiner: A Chinese bureaucrat accidentally reveals an affair, and corruption, online”, reported that a local government official in Jiangsu Province inadvertently exposed his corruption of life on the Internet (inadvertently exposed words on the Internet implied that there was an improper relationship between men and women). In the article, the author of the news report also incidentally pointed out that the local administrator in Jiangsu Province had a half-understanding of the knowledge of micro-blogging on the Internet and inadvertently disclosed his private life secrets, which caused a great disturbance. In his article, Hung, the author of the news report, implies that in some areas of Jiangsu Province, due to the improper personal relationship between government administrators and business owners, it provides convenience for some stakeholders, thus causing false public services to infringe on public interests and affecting the market environment of fair competition, which may lead to the local business environment being not clean and fair[9]. Hung, the author of the news report, raised doubts about the business environment in some areas of Jiangsu Province, showing the dark side that may affect the business environment, harming the image of the clean and honest administrative system of Jiangsu Province from the side, unfavorable to the international publicity of Jiangsu's image of opening to the outside world, and causing a very bad negative impact on the business environment of fair competition and open cooperation in Jiangsu Province. It has had a negative impact on the international community. This report also shows to the international community that in some areas of Jiangsu Province, the scientific and technological literacy of individual government staff was not high enough to keep up

with the development of the world's advanced network information technology. They enjoyed low tastes of life, with the failure to break away from low-level interests in life, eagerness to enjoy themselves, weakness in resisting external temptations and with their social values distorted. Individual government staff may suffer from such problems. It was easy to destroy the system and rules[10] and interfere with and destroy the fairness of the business environment because of the external temptation to take risks for some temporary interests. The international coverage of the mainstream media in the United States has reduced the international community's expectation of the effectiveness of the legal system construction in Jiangsu Province. It seems that Jiangsu Province cannot be regarded as a region with perfect legal system. According to this news report, the business environment construction in some areas of Jiangsu Province may not be perfect, and some government officials have unfair links with enterprises. The negative information transmitted easily reduces the international investment enthusiasm in Jiangsu Province. In terms of news reports, at that time, individual public servants in Jiangsu Province knew little about Internet information technology, did not seriously study advanced scientific and technological knowledge and skills in their work, lacked in-depth understanding of new knowledge and new things, and were satisfied with half-understanding, resulting in inadequate working ability and leaving people a busy and inactive appearance; relaxed self-moral restraint in their thinking; neither can they care about the study of political theory. The low political quality, the pursuit of vulgar low-level interests, easily breed bureaucratic tendencies, and damage the image of civil servants, which has a very bad impact on the political ecology of Jiangsu in the international arena.

Table 3 Coca Corpus Report on the Image of Individual Civil Servants in Jiangsu Province from 2008 to 2017

Names of newspapers and periodicals	Article name	Date of report	The frequency of the word "Jiangsu" in the report
MAG: Newsweek Web Exclusives	China's Anthony Weiner: A Chinese bureaucrat accidentally reveals an affair, and corruption, online.	Sep 23, 2011	1

3.3 Rural Reform in Jiangsu Province Needs Deepening

In May 2013, the magazine "National" published with the title "Our Fertilized World"[11] as was listed in table 4, reported the rapid increase of crop yield after the household contract responsibility system was implemented in a rice Town in Jiangsu Province in the 1980s. In the news report, Charles pointed out that during the Great Leap Forward in the 1960s, China broke away from the actual conditions of rural development at that time. People's communes were generally established in rural areas, requiring farmers to participate in rural collective ownership, which caused serious damage to agricultural economic development. Because of the serious impact of natural disasters for three years at that time, grain production was reduced and farmers in large areas were born. The famine lasted until the end of 1970s, and a rice town in Jiangsu Province, also suffered from food shortage. However, after the reform and opening-up in 1978, the household contract responsibility system was implemented in rural areas. The enthusiasm of farmers for production and labor has been greatly improved. Farmers have made every effort to make their contracted land fertile, improve production level and increase the grain yield of farmland. Charles, the author of the news report, reported on the reform of the household contract responsibility system in rural China. Taking the agricultural production change in a small rural area of Jiangsu as an example, he reported how an ordinary farmer in rural Jiangsu Province had made every effort to improve the land condition they cultivated and the grain yield, and showed the development of the rural economy of China to the world. However, the author Charles pointed out in the article that the farmers' productivity was very low because they mainly relied on manual labor, so one farmer could only grow about 7.9 mu of land. This news report shows to the world that in some areas of Jiangsu Province at that time, most of the peasants were still using low-level manual labor to produce grain. Agricultural production in these areas was far from being mechanized. At that time,

the agricultural economy of Jiangsu Province was still a small-scale peasant economy, and the efficiency of agricultural production was very low.

Charles, the author of the news report, criticized the rural development when the agricultural collective economy was not suitable for the period of the Great Leap Forward in China. He pointed out that the inappropriate policies at that time made the peasants in the vast areas difficult to live and food insufficient to eat. Simultaneously, he believed that the rural household contract responsibility system at the beginning of the reform and opening-up had been implemented, although the participation of peasants in productive labour had been equipped with active enthusiasm and initiative, but due to the scattered individual labor, the efficiency of grain production was low, and the mechanization of agricultural production was not high, suggesting that agricultural production in Jiangsu Province of China was still individual physical labor, pointing out that there was great potential for development in agricultural mechanization. It can be seen that Jiangsu Province urgently needs to solve the problem of how to improve the mechanization of agricultural production under the decentralized small-scale peasant economy in order to promote the development of rural production.

In another news report study, Yongshun Cai believed that the rural economy in northern Jiangsu Province (around 2014) , as was reported in table 4, was still very backward and the rural production relations were not harmonious enough. Yongshun Cai, the author of the news report, pointed out that although the reform of abolishing agricultural tax had been carried out in rural China since 2006, and the rural grass-roots government no longer directly required farmers to pay agricultural tax, thus increasing farmers' income, the contradictions and conflicts between farmers and grass-roots cadres in rural areas had not decreased[12], or even intensified in some cases, and some farmers in rural areas had to pay agricultural tax directly. The conflicts among cadres at different levels were still very serious, and the excessive conflicts in the countryside were extremely harmful to the development of agricultural economy. When talking about these serious conflicts in China's rural areas, the author of the news report pointed out that similar problems also existed in the rural areas of northern Jiangsu Province. According to the author of the news report, serious conflicts between some peasants in the countryside and the grass-roots government in the countryside were harmful to social stability and development. According to the survey data of 2100 peasants randomly selected from the whole country at that time, it was found that 23% of the peasants surveyed believed that the reform of abolishing agricultural tax had improved the grass-roots cadres and peasants in the countryside. However, 76% of the peasants surveyed believed that after the abolition of the agricultural tax reform, the relationship between rural grass-roots cadres and the peasant masses had not been improved or worsened.

Yongshun Cai, the author of this article, believes that the reform of abolishing agricultural tax is not the key factor to solve the contradiction in rural areas. This reform has failed to solve the contradiction and conflict between cadres and peasants at the grass-roots level in rural areas. Similar situations exist in the relationship between cadres and masses in some rural areas of Jiangsu Province, because of the contradiction between cadres at the grass-roots level in rural areas and some peasants masses. Without timely mediation and improvement, under enormous social pressure, a small number of farmers took extreme measures, and a small number of serious conflicts occurred, which threatened the social stability of rural areas. The intensification of contradictions in some rural areas needs attention. In this news report, Yongshun Cai shows the seriousness of the "Three Rural Issues" (Agriculture, Countryside and Farmers Issues) in some areas of China, especially the contradictions and conflicts between some peasants and grass-roots cadres cannot be solved in time and reasonably, resulting in relatively tense relations between a small number of peasants and rural cadres, and the increase of social instability factors. In the report, Yongshun Cai believes that although the central government has abolished the agricultural tax, the reform has not effectively alleviated the conflicts in the countryside. After the implementation of this reform, the contradictions and conflicts in individual rural areas tend to intensify, and the relationship between cadres and the masses has been improved in a small proportion. From this news report, we can see that to solve the "Three Rural Issues" (Agriculture, Countryside and Farmers Issues), we still need

to rely on the in-depth implementation of the Party's mass line and strengthen the political education against the “Four Undesirable Work Styles”(formalism, bureaucracy, hedonism and extravagance)in rural areas. Only by carrying out in-depth education for the fundamental purpose of “serving the people”, carrying out ideological and political education, closely linking party and government cadres with the masses, and carrying forward the Party's fine traditions, can we better promote social harmony, stability and long-term sustainable development.

Table 4 Coca Corpus Report on Rural Reform in Jiangsu Province in the Ten Years from 2008 to 2017

Names of newspapers and periodicals	Title	Date of report	The frequency of the word “Jiangsu” in the report
MAG: National	Our Fertilized World	May2013, Vol. 223 Issue 5, p94-111	1
ACAD: Political Science Quarterly (Wiley-Blackwell)	Managing Group Interests in China	Spring2014, Vol. 129 Issue 1, p107-131	1

3.4 Building e-Government Service Platform and Promoting the Construction of Service-Oriented Government

In May 2013, the magazine Futurist published with the title “Foresight as Dialogue”[13], as was mentioned in table 5, reported that Jiangsu provincial government officials visited the e-government platform developed and used by the local government of Singapore during their study tour in Singapore. Visitors showed great enthusiasm for the application of information technology in the field of government services, believing that the use of scientific and technological means and information technology could help. Effective improvement of the level of government management of society and the efficiency of public services can effectively expand the field of public participation in social affairs management, and improve the ability of the government to guide the public to participate in government affairs. According to Mack, the author of the news report, Jiangsu government officials participating in the survey hope to speed up the construction of Jiangsu Province's “Intelligent Government Service Platform” by learning from Singapore's experience in e-government management services. They also hope to use the advanced e-government management platform to achieve centralized management and utilization of energy, improve traffic congestion, the service efficiency of medical institutions and solve education problems. To balance the development of education and improve the service management level of the government in an all-round way. This news report shows the great enthusiasm of Jiangsu provincial government officials in employing information technology to build a service-oriented government, and the importance they attach to using information technology to speed up the construction of smart cities and expand the scope of public participation in government affairs. It can be seen that the Jiangsu provincial government at that time hoped to make use of the e-government system to improve the efficiency of serving the masses and expand the government. The scope of providing public services and ways of mass participation can serve the masses in a more convenient and efficient way to improve their satisfaction. Mack, the author of the news report, believes that accelerating the construction of E-government in Jiangsu Province can improve the efficiency of the government, provide convenient and thoughtful services for the development of domestic and international enterprises, improve the quality of business environment by improving service efficiency, and better achieve international integration, thus creating a good international environment for opening up and promoting the expansion of Jiangsu Province's opening up to the outside world. And the introduction of foreign capital.

According to Mack, the author of the news report, Jiangsu government officials study advanced management concepts and methods abroad and apply them to the development and construction of domestic E-government platform, so as to promote the modernization level of local government services, the rapid development of service-oriented government construction, the integration of Jiangsu's government service level with international standards, and better provide high water for

enterprises. Horizontal service can significantly improve the investment environment of opening up and cooperation, and greatly facilitate the masses and enterprises. Using information technology to build e-government service platform can effectively improve the efficiency of government service, provide favorable conditions for better international cooperation and enhance the international competitiveness of the region, thus enhancing international influence and reputation, attracting more foreign investors to invest in Jiangsu, and promoting the economic and political development of Jiangsu Province.

Simultaneously, Mack, the author of the news report, showed the international community witnessed the enthusiasm of Jiangsu Provincial Government to improve the level of management and service, pointed out that Jiangsu Provincial Government hoped to vigorously promote the construction of service-oriented government, making the basic public services more transparent and fair by expanding the degree of public participation, and informed the international community of an open Jiangsu Province, which could actively learn advanced foreign technology, technical and managerial experience and hope to use information technology to expand the scope of citizens' participation in social governance. The construction of service-oriented government also encourages the broad masses to participate in social affairs by providing more extensive means, so as to promote the fine development of social governance. In social governance, Jiangsu Province shows to the international community the enthusiasm of using information technology to improve the level of information sharing. Expanding the right of the masses to know, participate, express and supervise will make social development more vigorous and social organizations more orderly, so as to comprehensively improve the degree of social civilization, achieve a greater degree of political democracy, create favorable opening conditions, and provide convenient conditions for foreign enterprises and capital to invest and develop in Jiangsu, thus achieving a win-win situation.

Table 5 Coca Corpus Report on the Construction of Jiangsu e-Government Service Platform in the Ten Years from 2008 to 2017

Names of newspapers and periodicals	Article Name	Date of Report	The frequency of the word "Jiangsu" in the report
MAG: Futurist	Foresight as Dialogue	Mar/Apr2013, Vol. 47 Issue 2, p46-50	1

3.5 Huaxi Village is a Model for the Construction of New Countryside in Jiangsu Province

In December 2014, the magazine "Political Science Quarterly", as was listed in table 6, published with the title "Clientelism with Chinese Characteristics: Local Patronage Networks in Post-Reform China"[14]reported the successful experience of realizing rapid economic development and political democracy construction in Huaxi Village, Jiangyin City, Jiangsu Province. The author of the news report reported the economic construction achievements of Huaxi Village. The economic strength was greatly appreciated and praised as "the richest village in China", and the overall success of Huaxi Village and the important role of village cadres in promoting economic and political development were reported. The author of the news report reflects the realistic situation of the Party and the government in developing the rural society through the news report of Huaxi Village in Jiangsu Province. The author believes that Huaxi Village has achieved great success in economic development. Moreover, through the implementation of extensive democratic movement in Huaxi Village, the soil of corruption has been cleared; the political clarity has been realized, and there is no corruption. It is the rural entrepreneurship and the realization of communism, with the successful example of affluence. In Huaxi Village, each villager owns the corresponding shares as the owner and has equal political rights. The success of Huaxi Village provides a typical example for the development of Jiangsu's new rural economy. In this well-known successful case in China, everyone in the village can play their role and make the best use of their talents. Especially important, Huaxi village cadres have played a great role in economic construction and political democratic development. Under the leadership of village cadres, Huaxi

village not only achieved economic prosperity[15], but also did not cause corruption in the process of rapid economic development.

The author of this report gives a high appraisal of the role of grass-roots cadres in Huaxi Village. He believes that in the development process of Huaxi Village, through scientific use and full play of the enthusiasm of village cadres, village cadres' work initiative can be fully mobilized, so that they can better integrate the Party's policies with the specific conditions of Huaxi Village and the favorable environment at home and abroad, so as to lead the masses to realize it. Mutual prosperity has created tremendous achievements. Simultaneously, the author of the news report praised the achievements of the development of political democracy in Huaxi Village. He believed that the right of villagers to participate in economic construction and political construction was guaranteed by the way of holding shares by the whole people, which laid a solid foundation for overcoming the danger of political corruption in the process of economic development. The author believed that the development mode of Huaxi Village represented the direction of the development of the new countryside in Jiangsu Province. The international community demonstrates the successful model of the new rural construction in Jiangsu Province. By developing non-agricultural economy in rural areas, Huaxi Village in Jiangsu Province has achieved economic leap and political democratization, which has aroused the attention of the international community to the development of new rural economy in Jiangsu Province, and has provided good conditions for the rapid development of new rural economy in Jiangsu Province and its entry into the world stage.

Table 6 Coca Corpus Report on New Rural Construction in Jiangsu Province in the Ten Years from 2008 to 2017

Names of newspapers and periodicals	Title	Date of report	The Frequency of Jiangsu's Reporting
ACAD : Political Science Quarterly (Wiley-Blackwell)	Clientelism with Chinese Characteristics: Local Patronage Networks in Post-Reform China	Dec2014, Vol. 129 Issue 4, p675-701	2

4. Conclusion

From the articles about Jiangsu Province's political construction covered by American mainstream media news reports, the agenda includes government staff visiting Singapore's political service platform construction, individual government official's life style, rural grass-roots democratic electoral reform, rural "Three Rural Issues" (Agriculture, Countryside and Farmers Issues), Deputy county-level leading cadres' public election, Huaxi Village's economic and political construction. The achievements of Jiangsu's political construction are evaluated objectively and positively in terms of its great success. In the reports of the mainstream media in the United States on the rural areas of Jiangsu Province, they not only paid attention to the political and economic development of Huaxi Village, the well-known "richest village in China", and showed the development degree and road of the advanced rural areas in Jiangsu Province in front of the world, but also reported that in the rural areas of northern Jiangsu Province, where the level of political and economic development was low, the agricultural mechanization level was low, and farmers mainly returned. It depends on manual labor to participate in agricultural production and the low level of productivity. When reporting on the reform and development of political democracy at the grass-roots level in Jiangsu Province, the authors of the news report thought that the political democratization of Jiangsu Province was in the forefront of the whole country in the report of the main media in the United States on the pilot work of "public election" and direct democratic election of cadres at the departmental level in Jiangsu Province. However, the political development of Jiangsu Province at that time was in line with the democratic politics of Western countries. Comparatively speaking, there is still a big gap. It is believed that the pilot scope of direct democratic elections in Jiangsu Province is expanding. Although the development process of political democracy will be quite complex and take a long time, the direction represented by the reform of political elections is bright and progressive. When reporting on the social relations in

rural areas after the abolition of agricultural taxes in some rural areas of Jiangsu Province, the authors of the news report believe that there are still quite serious contradictions between farmers and grass-roots cadres in rural areas, which should be paid attention to and handled with caution. This fully demonstrates the imbalance of rural economic development in Jiangsu Province. The Party and the government should sum up the experience of advanced rural areas in order to promote the rapid development of rural economy and politics in underdeveloped areas. Of course, the news coverage of the mainstream media in the United States also reflects the low-level interest of individual government staff in Jiangsu Province in their lives, suggesting that the business environment in Jiangsu may not be fair enough, which negatively impacts and undermines the good image of Jiangsu Province in opening up to the outside world. From the above reports of the mainstream media in the United States concerning Jiangsu's political field, most of the reports of the mainstream media in the United States on Jiangsu's political field reflect the development and progress direction of Jiangsu's political reform. However, some reports of the mainstream media in the United States may be one-sided and fail to fully reflect the development reality of Jiangsu's political field.

To sum up, Jiangsu Province should take the initiative to strengthen its external propaganda on the basis of studying the characteristics and rules of the news reports of the mainstream media in the United States. In view of the living environment and different ideological and cultural backgrounds of overseas audiences, it should keep abreast of the hotspots reported by the mainstream media in the United States and report the truth of relevant news events in a timely and comprehensive manner, so as to guide the international community to correctly interpret the news reports. Jiangsu should take the initiative to create more opportunities for the international image of the region to spread to the outside world, so that the development and progress of Jiangsu and the traditional Chinese cultural values can be manifested on the international stage. More comprehensive publicity and reporting on the current situation of Jiangsu's development will enable the world to better understand China, Jiangsu, promote foreign exchanges and cooperation, and strive for a better external environment for the development of Jiangsu. Simultaneously, for the negative propaganda in the West, we should treat it in two parts. We should make a scientific analysis, make a concrete analysis according to the actual situation, report the facts comprehensively and objectively, restore the original face of things, help the international community to correctly understand the essence of things, so as to better let the world know Jiangsu, attract overseas investors to Jiangsu for development and promote Jiangsu. Jiangsu's economic and political development has stepped to a new stage, providing favorable conditions for economic and social development, thus creating a favorable environment for reform and opening up, promoting the development of foreign exchanges, improving Jiangsu's international status, and attracting more foreign capital to expand investment and economic development in Jiangsu Province.

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