



# Agenda Setting, Dialogue and Mediation: A Data-Driven Cognitive Probe in the “Global Community” Framework

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**Abstract.** Meaning and Purpose: Media may not change what people “think”, but they affect what people “think about”. It is observed that social media has become a powerful tool in China to empower the public, particularly we-media users to frame issues and consequently promote the agenda setting. However, due to data limits, there still remains a gap that little attention has been paid to the cognitive level at which how items make issues onto the policy agenda and how do they exert influence on what people think about. Methodology: Taking the “Global Community” initiative as an example, the current research employs IBM statistical software SPSS and corpus-based quantitative analysis together with qualitative methods to investigate how items make it onto the international policy agenda and who makes these decisions. At a macro level, a data-driven qualitative analysis methodology was taken based on SPSS 22.0 and particularly two powerful databases, Baidu and COCA were employed for data mining. At a micro level, as the framing of policy issues and policy problems shapes the perception in the policy process, the cognitive framing devices were analyzed in detail to investigate how frames were prioritized and activated in the mental spaces that drive agenda setting qualitatively drawing on the cognitive framing and Kingdon’s multiple streams theory. Results and Conclusions: With the help of the big data, it is found that the “Global Community” concept has been listed not only on the Chinese government’s top agenda, but also on the list of numerous main stream social media and popular we-media platforms. The governmental stream and mass media interact and act synergistically in agenda setting. The SPSS-based quantitative analysis reveals that the mean difference among the 3 different groups is not statistically significant at the 0.05 level, and all participants contribute equally to moving the “Global Community” initiative onto the international agenda regardless of the agency running difference. Cognitively, framing has become an important tool for policy-makers and stakeholders to gain or preserve influence. The framing of policy issues and policy problems shapes the perception in the policy process. By such cognitive framing devices as metaphorical mapping and story-telling, frames were prioritized and activated to drive agenda setting. A new “dialogue” path thus has been found to make the three streams – problem, politics and policy – converge to form “policy windows”.

**Keywords:** big data · agenda setting · dialogue and mediation · framing · mapping · mental space

## 1 Introduction

Since first proposed by Chinese president Xi Jinping in 2013, the concept of “a global community with a shared future” (“人类命运共同体” in Chinese, hereinafter referred to as the “Global Community”) has already been included in numerous international documents including the resolution entitled Social Dimension of the New Partnership for Africa’s Development approved by the UN Commission for Social Development on February 10, 2017; the UN Security Council’s Resolution 2344 on Afghanistan on March 17; the UN Human Rights Council’s resolutions on Economic, Social and Cultural Rights and Right to Food on March 23; and the UN General Assembly’s resolutions on Further Practical Measures for the Prevention of an Arms Race in Outer Space and No First Placement of Weapons in Outer Space on November 2 [1]. These inclusions are testament to the widespread international recognition of the “Global Community” concept initiated by President Xi. To build a global community with a shared future has been widely acknowledged among the international community, in particular, among peoples who long for peace, development and prosperity. The “Global Community” initiative has been moved up on the international agenda soon after its proposal and signals the way forward for better global development with Chinese wisdom and approaches. As the term indicates, as everyone is living in an interconnected global village and shares weal and woe with each other, it is imperative that we work together to build a large harmonious global family and to realize humankind’s aspiration for a better life.

Dialogue, peace and development have been set high on the international agenda. Often driven by events, agenda is acknowledged as “the list of subjects or problems to which government officials, and people outside government closely associated with those officials, are paying some serious attention at any given time” [2]. As Hassel and Wegrich claimed that agenda setting is “the selection of problems demanding action”, while the process of agenda setting is “essentially about setting priorities” [3]. Agenda involves “attracting the attention of public officials and the general public to specific public problems in order to determine what to decide on” [4]. “Timing, framing, and venue choice” are considered three general factors of agenda setting. The literature on agenda setting distinguish governmental (or ‘systemic’) agenda from the media (or ‘public’) agenda, and a key concern is the relationship between the two. The challenge presented by agenda setting is that not all problems and issues can receive similar amounts of attention at a given time [2]. Since McCombs and Shaw first proposed the concept of agenda setting in 1972 [5], numerous studies have described the economic and political factors involved in priority-setting [6]; qualitative policy analysis methodology is generally employed to examine how health-related policy agendas are adopted in low-income countries [7]. In China, great research emphasis is put on disciplines of the press and mass communications, among which 1536 articles have been found on the basis of data visualization analysis of literature in China National Knowledge Infrastructure (CNKI), followed by administrative management (178 articles) and higher education

(93 articles). Factors and interrelated stages are described in international agenda setting [8]. It is also observed that social media, represented by microblog in China, has become a powerful tool to empower the public, particularly media users to frame issues and consequently promote the agenda setting. Numerous studies have noticed that power imbalance contributes significantly to international agenda setting. However, due to data limits, there still remains a gap that little attention has been paid to the cognitive level at which how items make issues onto the policy agenda and how do they exert influence on what people think about. Drawing on Kingdon's definition of agenda setting [2], the present study seeks to evaluate how the main stream social media influence international agenda setting and how do they help stakeholders to gain or preserve influence and promote international agenda setting, taking the "Global Community" initiative for an example. The current research aims to accomplish two key objectives: (1) investigate how items make it onto the international policy agenda; and (2) determine who makes these decisions and cognitively, how frames were prioritized and activated to drive agenda setting.

## **2 Big Data and Agenda Setting of the "Global Community" Initiative**

### **2.1 Characteristics of Big Data**

Prototypically characterized by its volume (data amount), variety (the range of data sources and types), velocity (data speed or frequency) and veracity (data reliability), big data is increasingly seen as an essential element of a well-functioning economy, offering organizations unprecedented opportunities to gain and maintain competitive advantage. Recent studies have called for the growing use of big data across varied sectors [9–13], with convincing evidence of a significant positive link between data-driven actions and performance. [14] However, due to data limits, little attention has been paid to the use of big data in agenda setting where seems a quantitative and cognitive gap that deserves more attention.

### **2.2 Data Collection**

With the defining features of volume, variety, velocity and veracity, big data plays a magnitude of importance in this research to identify how the issues move up on the international agenda since the previous study remains a cognitive gap. IBM statistical software SPSS-based quantitative and qualitative analysis methodology would be employed, in particular, two powerful databases, Baidu and the Corpus of Contemporary American English (COCA) will be supplemented for data mining and comparison. It is worth noting that Baidu is a powerful world-renowned search engine with more than 100 billion Chinese web page databases, which enable users instantly to obtain whatever they want. While COCA is probably the most widely-used "representative" corpus of American English, which contains more than one billion words of text from eight genres: spoken, fiction, popular magazines, newspapers, academic texts, TV and Movies subtitles, blogs, and other web pages.

Taking the advanced search function from Baidu, we make use of “inurl: gov Global Community” to look for governmental source of the occurrence of the “Global Community” initiative proposed by President Xi, and “intitle: Global Community” to figure out the data entitled with the wording of “Global Community”. Aiming to exactly retrieve and pinpoint the sources of the big data and identify who contributes to setting the agenda, relevant data have also been mined through Baidu-based “site” engine from the main stream Chinese media, for instance SINA, SOHU, and very popular we-media platforms such as WEIBO and ZHIHU. In order to ensure the validity of the relevant tests, IBM statistical software SPSS 22.0 is employed to quantitatively examine the hypothesis and its impact on agenda setting.

### 2.3 Theoretical Framework

McCombs argues that news may not change what people “think”, but it affects what people “think about” [15]. As implied in Kingdon’s stream theory that policy can only be made when three streams – problem, politics and policy – converge to form “policy windows” [4]. The three streams will be used in this analysis to frame the question of how an idea gets taken from a stakeholder and put onto the policy agenda. In cognitive linguistics, the elements of a mental space are structured by frames, which can be “an image or other kinds of knowledge”. “Every word evokes a frame”, even when “we negate a frame, we evoke the frame” [16]. As far as Charles Fillmore is concerned, frames are “specific unified frameworks of knowledge, or coherent schematizations of experience” [17], “cognitive structures [...] knowledge of which is presupposed for the concepts encoded by the words” [18]. Simply put, frame is a “pattern of organized knowledge, more or less shared within a social-cultural group, which is presupposed by word meanings and their associated concepts” [19]. Framing strategies are considered “an important tool for policy-makers and stakeholders to gain or preserve influence” [3]. Taking the cognitive framing, this research will further explore how items affect what people “think about” and drive the agenda setting.

## 3 Results and Discussion

With the help of the big data, abundant results have been found. Among the 39,300,000 articles with the key words of the “Global Community” in Chinese, 7,910,000 articles highlighted the “Global Community” in the titles, and only 157,000 articles (0.4%) are originated from the governmental websites of China, represented by the official websites of the Central Commission for Discipline Inspection and the National Commission of Supervision of CPC, the State Council, Ministry of National Defense, Ministry of Foreign Affairs, Ministry of Education and so on and so forth (Table 1). As demonstrated in Table 1, the “Global Community” concept has been listed not only on the Chinese government’s top agenda, but also on the list of numerous main stream social media and popular we-media platforms represented by ZHIHU (760 articles) and WEIBO (758 articles) from the first 16-page data of Baidu as the display limit of the engine. It is worth noting that the occurrences of the “Global Community” in articles of SINA and SOHU, the two leading mass media in China cover 756 and 436 articles respectively, which

means that the agenda was not set solely by the government, and that the mass media and many other participants contribute spontaneously and significantly to the agenda setting. Moreover, it is found that the general public demonstrates a rather positive attitude towards the initiative, which makes it a general consensus on the policy agenda: to work together to build a global community with a shared future for mankind. The governmental stream and mass media interact and act synergistically in agenda setting and has consequently created two typical agenda setting models: top-down model and bottom-up model (Table 1).

In order to identify whether there is statistically significant difference among the sources of data and who contributes to setting the agenda, we run an SPSS-based one-way ANOVA test taking the source as the independent factor while the frequency as the dependent factor. The test of homogeneity of variances (Table 2) shows that the  $p$  value .076, a far higher level of .05, indicates that the variance across groups is equal, satisfying the homogeneity condition of one-way ANOVA, which also evidences the validity of the following tests.

Considering the agency running difference, the above-mentioned media were categorized into three groups for comparison convenience: (1) group 1, 11 state-owned media run by the Chinese government; (2) group 2, popular we-media represented by ZHIHU and WEIBO, and (3) group 3, 2 mainstream media in China represented by

**Table 1.** Occurrence of “Global community”

Source	Occurrence (in article)	
	Agency	Frequency
<a href="http://www.ccdi.gov.cn">www.ccdi.gov.cn</a>	The Central Commission for Discipline Inspection and the National Commission of Supervision of CPC	766
<a href="http://www.gov.cn">www.gov.cn</a>	The State Council of China	761
<a href="http://www.mod.gov.cn">www.mod.gov.cn</a>	Ministry of National Defense	760
<a href="http://www.mfa.gov.cn">www.mfa.gov.cn</a>	Ministry of Foreign Affairs	750
<a href="http://www.moe.gov.cn">www.moe.gov.cn</a>	Ministry of Education	500
<a href="http://www.spp.gov.cn">www.spp.gov.cn</a>	The Supreme Procuratorate	403
<a href="http://www.cidca.gov.cn">www.cidca.gov.cn</a>	China International Development Cooperation Agency	200
<a href="http://www.mofcom.gov.cn">www.mofcom.gov.cn</a>	Ministry of Commerce	49
<a href="http://www.QSTHEORY.cn">www.QSTHEORY.cn</a>	CPC Central Committee	760
<a href="http://www.people.com.cn">www.people.com.cn</a>	People’s Daily Online	433
<a href="http://www.gmw.cn">www.gmw.cn</a>	The Guangming Online Media Co., Ltd.	366
<a href="http://www.zhuhu.com">www.zhuhu.com</a>	Zhuhu Inc.	760
<a href="http://www.weibo.com">www.weibo.com</a>	Weibo Corporation	758
<a href="http://www.sina.com.cn">www.sina.com.cn</a>	SINA Corporation	756
<a href="http://www.sohu.com">www.sohu.com</a>	Sohu.com Limited	436

**Table 2.** Test of homogeneity of variances

Levene Statistics	df1	df2	Sig.
3.225	2	12	.076

SINA and SOHU. Aiming to investigate how items make the “Global Community” initiative onto the international policy agenda and determine who makes these decisions, we hypothesize the following:

H0. All participants involved equally contribute to agenda setting of the “Global Community” initiative.

As indicated in the one-way ANOVA test (Table 3), the *p* value ( $p = .463$ ) evidences that the mean difference among the 3 different groups is not statistically significant at the 0.05 level, which means that the participants contribute equally to moving the “Global Community” initiative onto the agenda setting regardless of the agency running difference. Moreover, it is proved in the multiple comparisons (Table 4) that the significance probability across the groups is .471, .926 and .802 respectively, far more than .05 with the 95% confidence interval containing 0, also suggesting that the means across groups are not significantly different. Statistic evidence shows that all the participants contribute to setting the agenda and making the decisions.

**Table 3.** One-way ANOVA.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	97001.006	2	48500.503	.823	.463
Within Groups	707442.727	12	58953.561		
Total	804443.733	14			

**Table 4.** Multiple Comparisons

(I) group	(J) group	M.D (I-J)	S. E	Sig.	95% Confidence Interval	
					LB	UB
1.00	2.00	-236.45455	186.64457	.471	-756.7407	283.8316
	3.00	-73.45455	186.64457	.926	-593.7407	446.8316
2.00	1.00	236.45455	186.64457	.471	-283.8316	756.7407
	3.00	163.00000	242.80354	.802	-513.8337	839.8337
3.00	1.00	73.45455	186.64457	.926	-446.8316	593.7407
	2.00	-163.00000	242.80354	.802	-839.8337	513.8337

However, what is the essence of the “Global Community” initiative and how do items make it onto the international policy agenda? According to a speech delivered by President Xi at the UN Office at Geneva in January 2017, the “Global Community” initiative aims to build a global community with a shared future and realize mutually beneficial development. With great motivation, vision, and course of action, a grand blueprint toward the “Global Community” has been provided in the initiative: (1) build a world of enduring peace through dialogue and consultation; (2) build and share together a world of common security; (3) build a world of common prosperity through mutually beneficial cooperation; (4) build an open and inclusive world through exchanges and mutual learning, and (5) build a clean and beautiful world by pursuing green and low-carbon development [1].

### **3.1 Data-Driven Agenda Setting of the “Global Community” Initiative: Problem and Policy Streams**

Often driven by focus events, agenda setting is, arguably, significantly related to multiple factors such as the attribute of the event, political and socio-cultural environments. Problem perception, agenda prioritizing and decision making are considered three important factors leading to agenda setting in this analysis. Take the following excerpt from President Xi’s speech at the United Nations Office at Geneva on 18 January 2017 for an example.

#### **Problem Perception**

People’s perception of problems varies as some problems always attract more attention than others on the agenda of society and government. The uneven distribution of attention reflects the government’s perception of the importance and urgency of different issues, and is often regarded as the driving force for issues to move onto the policy agenda. As an event-driven selection of problems demanding action, agenda setting involves attracting the attention of public officials and the general public to specific public problems in order to determine what to decide on [3].

In the speech, recent focus events (Table 5) like the 21st United Nations Climate Change Conference (COP 21), the G20 Summit and the World Economic Forum (WEF) Annual Meeting have been referred to activate the problem-driven international agenda. As many speakers pointed out in the WEF Annual Meeting held in Davos 2017 that “today’s world is full of uncertainties and that people long for a bright future but are bewildered about what will come”. As a matter of fact, the fundamental question raised by the speakers, according to President Xi, lies in “Where did we come from? Where are we now? And where are we going?” [20].

It is clearly pointed out in the speech that numerous challenges and increasing risks are faced with mankind. As indicated in Table 6, “global growth is sluggish, the impact of the financial crisis lingers on and the development gap is widening”; “armed conflicts, Cold War mentality and power politics and non-conventional security threats, particularly terrorism, refugee crisis, major communicable diseases and climate change....”.

**Table 5.** Events-driven agenda

Events	Agenda		
	Theme	Venue & Time	Policy
The G20 Summit	People Planet Prosperity	Hangzhou, 2016	<i>Blueprint on Innovative Growth</i>
The WEF Annual Meeting	Responsive and Responsible Leadership	Davos, 2017	<i>Compact for Responsive and Responsible Leadership</i>
COP 21	Climate change	Paris, 2015	<i>The Paris Agreement</i>
The Geneva Conference	Korea and Indo-China questions	Geneva, 1954	<i>The Final Declaration on the Problem of Restoring Peace in Indo-China</i>

**Table 6.** Problem Perception

Problems	Challenges
bloody hot wars, two world wars,	the chilling Cold War
armed conflicts, pandemic diseases	numerous challenges and increasing risks
financial crisis, shackles	the development gap is widening
terrorism, refugee crisis, major communicable diseases and climate change, are spreading	development disparity, governance dilemma, digital divide and equity deficit
nuclear weapons, terrorist attacks, non-conventional security threats	power politics
the Syrian issue, the Korean issue	Cold War mentality...

However, major development and the forces for peace “far outweigh factors causing war”, and the trend “toward peace, development, cooperation and win-win outcomes has gained stronger momentum” [20].

### Agenda Prioritizing and Decision Making

As perceived in Table 6, numerous problems and challenges are posed today for the government and society, but not all problems and issues can receive similar amounts of attention. It is generally acknowledged that in different socio-cultural systems and political environments, the public’s attention to different issues is significantly different. For example, racial equality and gun safety have received greater attention in the United States while equitable distribution, social rule of law and environmental problems have attracted more attention in China. By exposing social problems and their potential risks, focus events may break the policy balance and become the key to opening the “window of opportunity”.

**Table 7.** Typical Conceptual Metaphors in the Speech

Source domain	Target domain
marathon	peace and development
The ocean is vast because it admits all rivers.	openness and inclusiveness
the “Thucydides trap”	war, conflict or confrontation
the Pandora’s box	evils and disasters
the Sword of Damocles	nuclear weapons
Swiss army knife	Swiss craftsmanship

Moreover, the framing of policy issues and policy problems shapes the perception in the policy process. Framing problems as an important driver of attention and support eventually leads to policy change. As argued in Hassel and Wegrich, “the process of agenda setting is essentially about setting priorities” [3]. The policy process is presented in some research as a policy cycle: policy problems emerge, they find their way onto the agenda, and policy instruments are adopted and implemented leading to new policy [21].

Macro strategies and models have been proposed by many scholars [22] for how to set the agenda in the corresponding study. However, at a micro cognitive level, we note that by employing a more concrete familiar concept (the source) to interpret a more abstract one (the target), conceptual metaphors can be useful framing devices for meaning construction [23]. In cognitive linguistics, metaphor is considered a salient and pervasive cognitive process that links conceptualization and language. Conceptual metaphors typically combine familiar experiences with cultural values, evoking powerful emotional responses [24]. In the speech, conceptual metaphors, anecdotes, proverbs and sayings are used as media of frames attaching particular images to a problem by way of categorizing or linking the problem to wider concepts or values. As a conceptual way of looking at the problems in concern, ocean, the “Thucydides trap”, the Pandora’s box, the Sword of Damocles, and Swiss army knife are vividly employed to depict the vision of the “Global Community” initiative: to build a shared community of peace and development, a marathon track we should forge ahead on.

The frames or images of the source domain (Table 7) give the public “ways to connect particular problems to already familiar ideas and widely shared values” [3] that drive agenda setting. As mentioned in the speech, instead of opening the Pandora’s box or waging the Sword of Damocles, China’s solution to the above problem is to build a global community with a shared future for mankind by way of dialogues and cooperation.

### 3.2 Dialogue and Mediation in the “Global Community” Initiative: A Case Study

Framing is important and powerful as we cannot grasp all the potential aspects of a complex policy problem. As cognitive linguists observe, frames, “an image or other kinds of knowledge”, construct the elements of a mental space [16]. In order to answer the question “Where are we going”, a blueprint of dialogues and mediation has been

vividly mapped out in the “Global Community” initiative. Take the following excerpt of the speech for an example.

*There is only one **Earth** in the universe and we mankind have only one homeland. Stephen Hawking has raised the proposition about “**parallel universe**”, hoping to find another place in the universe where mankind could live. We do not know when his wish will come true. Until today, Earth is still the only home to mankind, so to care for and cherish it is the only option for us mankind. There is a Latin motto inscribed in the dome of the Federal Palace of Switzerland which says “**Unus pro omnibus, omnes pro uno**” (One for all, and all for one). We should not only think about our own generation, but also take responsibility for future ones [20].*

As highlighted in this case, the Earth, Stephen Hawkin’s “parallel universe” proposition, and the Latin motto “Unus pro omnibus, omnes pro uno” construct the conceptual images of a mental space of the “Global Community”, the only homeland where all peoples are harmoniously living. Bearing the motto of “one for all, and all for one”, generations by generations care for and cherish it to be with each other. It seems that the “parallel universe” proposition aiming to find another place in the universe where we could live does not fit in any space in the “Global Community”. However, “when we negate a frame, we evoke the frame” [16]. When we negate the only one Earth proposition, we consequently evoke the “Global Community” frame which drives the agenda setting.

### **Dialogue and Mediation Frames**

The “Global Community” framework is rooted in the acknowledgment of violence as a fundamental dimension of human suffering. Peace and development have become the themes and goals of the times. As proposed in the framework, dialogue and consultation serve as a clear roadmap to bring us to a world of lasting peace, in which five promising paths have been presented (Table 8). In response to how to build a world of lasting peace, a dialogue and consultation frame has been proposed, in which partnerships, dialogue, non-confrontation, non-alliance, communication, sincerity, cooperation and the like construct the prototypical elements of the mental space. Regarding the security problem facing mankind, a path of building a world of common, comprehensive, cooperative and sustainable security has been drawn under the joint effort, which activates the mental space of talks for peace, sharing of information, practices and technologies, support and assistance for public health. Peace is not only an enabler of development; it is a development objective in itself [25]. In order to build a world of common prosperity, a win-win cooperation frame is suggested with improving governance, sound growth of economic globalization; open, inclusive, balanced system to address the problems of development disparity, governance dilemma, digital divide and equity deficit. Meanwhile, cultural and environmental issues are proved indispensable on the “Global Community” agenda: Building an open and inclusive world through exchanges and mutual learning and make our world clean and beautiful by pursuing green and low-carbon development.

### **Metaphorical Mapping and Story-Telling**

Metaphor depends crucially on a cross-space mapping between the source and target inputs. In conceptual metaphor narration, story-telling is found contributive to realizing

**Table 8.** Frames of dialogue and Mediation

<b>Frame</b>	<b>Elements Construct the Frame</b>
stay committed to building a world of lasting peace through <b>dialogue and consultation</b>	partnerships, dialogue, non-confrontation, non-alliance communication, sincerity, cooperation
build a world of common security for all through <b>joint efforts</b>	common, comprehensive, cooperative and sustainable security coordination, a global united front talks for peace, sharing, support and assistance for public health
build a world of common prosperity through <b>win-win cooperation</b>	coordination, justice and equity improve governance, sound growth of economic globalization; open, inclusive, balanced and beneficial
build an open and inclusive world through <b>exchanges and mutual learning</b>	diversity of human civilizations, common progress, exchanges, coexist
make our world clean and beautiful by <b>pursuing green and low-carbon development</b>	clear waters, green mountains, harmony between man and nature, sustainable development

space mapping of the “Global Community” initiative. Take the following excerpt of Xi’s speech.

*The Swiss writer and Nobel laureate Hermann Hesse stressed the importance of serving “not war and destruction but peace and reconciliation”. Countries should foster partnerships based on dialogue, non-confrontation and non-alliance. Major powers should respect each other’s core interests and major concerns, keep their differences under control and build a new model of relations featuring non-conflict, non-confrontation, mutual respect and win-win cooperation. As long as we maintain communication and treat each other with sincerity, the “Thucydides trap” can be avoided. Big countries should treat smaller ones as equals instead of acting as a hegemon imposing their will on others. No country should open the Pandora’s box by willfully waging wars or undermining the international rule of law. Nuclear weapons, the Sword of Damocles that hangs over mankind, should be completely prohibited and thoroughly destroyed over time to make the world free of nuclear weapons. Guided by the principle of peace, sovereignty, inclusiveness and shared governance, we should turn the deep sea, the polar regions, the outer space and the Internet into new frontiers for cooperation rather than a wrestling ground for competition [20].*

When the “dialogue and consultation” frame was brought up in the speech, Nobel laureate Hermann Hesse was accordingly cited to map the space: not war and destruction but peace and reconciliation. It is worth noting that the main theme of Hermann Hesse’s work is the individual’s efforts to break out of the established modes of civilization so as to find an essential spirit and identity. Followed by the repeated proposition of dialogue

and partnerships particularly dialogue, non-confrontation and non-alliance, non-conflict, non-confrontation, mutual respect and win-win cooperation, the images of the “Global Community” are conceptually mapped in the mental space of all people who long for peace and development.

Moreover, by creating a cross-space mapping between the source and target inputs, metaphors of the “Thucydides trap”, the Pandora’s box and the Sword of Damocles activate a salient and pervasive cognitive process that links conceptualization of the “Global Community” and language, in which the blended space plays a key role. Blending in this analysis is considered “a cognitive operation on two Input mental spaces to yield a third space”, the blend, which inherits partial structure from the input spaces and has emergent structure of its own. According to Fauconnier, four conditions are satisfied when two Input spaces  $I_1$  and  $I_2$  are blended: cross-space mapping, generic space, blend and emergent structure. The blend has emergent structure in three interrelated ways: composition, completion and elaboration. Schematically, then, a full four-space blend has been created as argued by Fauconnier in Fig. 1 [26]. Drawing on Fauconnier’s model, we found that the four spaces blend as much multi- dimensionally as dynamically as suggested in the new integration model (Fig. 2): input space  $I_1$  (the source) is partially mapped onto input space  $I_2$  (the target); the two inputs projected onto a fourth space, the blend, provided with the prototypical emergent structure of space  $I_3$  [27].

But how does it work? Metaphors of the Pandora’s box and the Sword of Damocles in this speech will be taken for examples.

In Greek mythology, the Pandora’s box was a magic box full of disease, death and bad luck god Zeus gave to Pandora, the all-gifted woman created by Zeus. Zeus told Pandora not to open the box. However, out of curiosity, Pandora eventually opened it causing various disasters. Hence, the Pandora’s box is metaphorically used to symbolize the source of disasters, as indicated in the speech “No country should open the Pandora’s

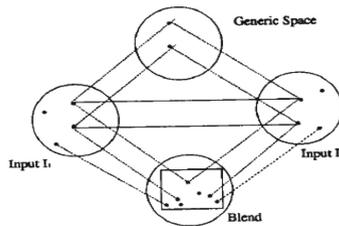


Fig. 1. Conceptual blending

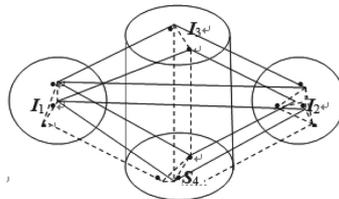


Fig. 2. Integrated blending

box by willfully waging wars or undermining the international rule of law”. To “open the Pandora’s box” is metaphorically mapped on the damage of waging wars or undermining the international rule of law. In this case, the source domain  $I_1$ , the Pandora’s box, is metaphorically mapped on the target domain  $I_2$  as demonstrated in Fig. 3. With generic features of illness, damage, disaster, blood, death, pain or the like. The two input mental spaces have yielded a third space, the blend, which inherits partial structure from the input spaces and has emergent structure of its own in Fauconnier’s words. By way of story-telling, the frames of the input space thus metaphorically evoked the problem frame as previously mentioned in Table 3. Even when it is negated, the dialogue and mediation frame would probably be evoked, which drives the agenda setting of the “Global Community” initiative.

Following the Pandora’s box is the Sword of Damocles, a metaphor President Xi used in the speech to symbolize nuclear weapons. By blending the source domain--the Sword of Damocles, and the target domain--nuclear weapons, the metaphorical mapping has created a third space with generic features of the two input spaces and yielded the blend with emergent features of its own as shown in Fig. 4.

It is metaphorically implied in the above cases that as long as we are not opening the Pandora’s box, and resolving differences through dialogue and consultation, peace, development, cooperation and win-win outcomes will gain much stronger momentum. More importantly, “Guided by the principle of peace, sovereignty, inclusiveness and shared governance, we should turn the deep sea, the polar regions, the outer space and the Internet into new frontiers for cooperation rather than a wrestling ground for competition” [20].

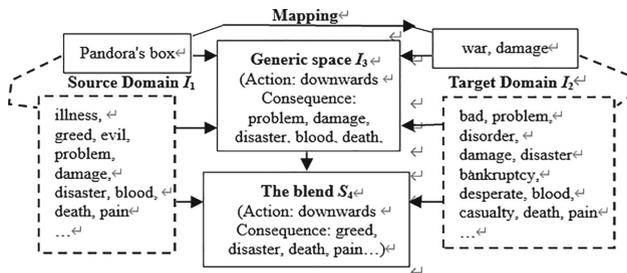


Fig. 3. Mapping in the Pandora’s box

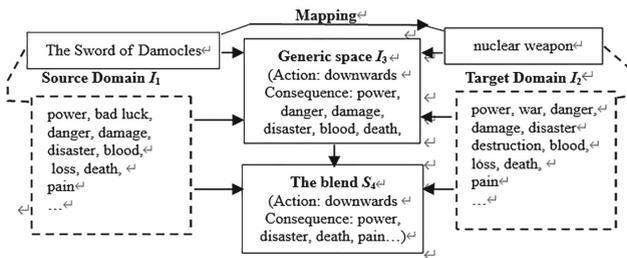


Fig. 4. Mapping in the Sword of Damocles

### **3.3 Values and Philosophy of the “Global Community” Initiative: A Politics Stream**

The “Global Community” initiative is proved a true reflection of China’s core values prototypically defined in the 24 Chinese characters meaning prosperity, democracy, civility, harmony; freedom, equality, justice, rule of law; patriotism, dedication, integrity and friendship respectively. Since the restoration of its lawful seat in the United Nations, China “has pledged to continue to be a builder of world peace, a contributor to global development, a defender of the international order and a provider of public goods” [28]. As indicated in President Xi’s speech, peace and development makes one of the biggest politics in China, and amity with neighbors, harmony without uniformity and peace are values deeply cherished in the Chinese culture and values, which has become the true motivation to build a global community with a shared future for mankind.

#### **Harmony and Peace**

Confucian Analects, one of the Chinese classics says, “The noble man of true virtue is in harmony with others but does not impose others to share the same opinion on everything” [29]. China remains unchanged in its commitment to uphold world peace, which President Xi made very clear in the speech. Confucius also said, “Do not do to others what you do not want others to do to you.” Peace and stability is the only way to development and prosperity. As the Chinese saying holds that “Delicious soup is made by combining different ingredients”, thus we should build an open and inclusive world through exchanges and mutual learning, in which exchanges should be a bond that keeps the world in peace [20].

#### **Prosperity and Development**

Prosperity lists among the first of the 24 Chinese character core values. As President Xi mentioned in a speech in 2016, “A prosperous, strong nation, the great national rejuvenation and the happiness of the people are embodied by the happiness of tens of thousands of families and the better life of hundreds of millions of people” [30]. People’s aspiration for a better life motivates all our endeavors, which makes one of the most important motivations on the “Global Community” agenda, a common sense shared by the whole world.

#### **Democracy and Rule of Law**

Democracy and rule of law play an important part in international relations and the “Global Community” initiative. Like Lin Zexu, a great patriot in ancient China once said in his poem that “The ocean is vast because it admits all rivers”, openness and inclusiveness have made Geneva a center of multilateral diplomacy. It is proposed that we advance democracy in international relations and reject dominance by just one or several countries. Anyone who undermines the international rule of law would open the Pandora’s box. “Law is the very foundation of governance”, as Xunzi, an ancient Chinese philosopher said. It is thus incumbent on all countries to uphold the authority of the international rule of law, exercise their rights in accordance with law and fulfill their obligations in good faith [20].

## 4 Conclusion

Media may not change what people “think”, but they affect what people “think about”. With the assistance of the big data of Baidu, a powerful database, we found 39,300,000 articles in Chinese taking the “Global Community” initiated by Chinese President Xi Jinping as their title key words, in which only 0.4% were originated from the governmental media. It is observed that social media has become a powerful tool in China to empower the public, particularly we-media users to frame issues and consequently promote the agenda setting. The governmental stream and mass media interact and act synergistically in agenda setting and has consequently created two typical agenda setting models: top-down model and bottom-up model. However, how items make the “Global Community” initiative onto the policy agenda and how do they exert influence on what people think about cognitively? Drawing on the cognitive framing and Kingdon’s multiple streams theory, the current research then conducted a data-driven qualitative analysis of the “Global Community” initiative with an attempt to investigate how items make it on the international agenda. The SPSS-based quantitative analysis reveals that the mean difference among the 3 different groups is not statistically significant at the 0.05 level, and all participants contribute equally to moving the “Global Community” initiative onto the international agenda regardless of the agency running difference. It is also found that framing strategies have become an important tool for policy-makers and stakeholders to gain or preserve influence. The framing of policy issues and policy problems shapes the perception in the policy process. By cognitive framing devices such as metaphorical mapping and story-telling, frames were prioritized and activated to drive agenda setting. A new “dialogue” path has been found to make the multiple streams converge to form “policy windows”.

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