

China in the European Information Space: The War in Ukraine as a Game Changer

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CHINA INFORMATION OPERATIONS: MODUS OPERANDI IN EUROPE BEFORE 2019

- China's style was **defensive** - focused on attempts to rewrite the discourse towards “positive news” about China and utilize the praise from foreigners to support CCP's image inside China.
 - **Ways of operation:**
 - investment in traditional media/(co)**ownership** - [MapInfluenCE](#) research showed that when Chinese company **buys media outlet, the tone of reporting changes significantly** (towards communicating only positive coverage of China) **and the focus of media shifts towards China-promoted issues** (BRI).
 - inclusion of **paid supplements**
 - establishment of social media accounts (embassies, diplomats, CRI, Xinhua, etc.)
 - using alternative/fringe outlets often spreading pro-Kremlin narratives (e.g. local mutations of Sputnik)

CHINA INFORMATION OPERATIONS: MODUS OPERANDI IN EUROPE AFTER 2019

- During the Hong Kong protests and after the outbreak of COVID-19 epidemic, China **increased activity of previously established accounts and channels and employed new tactics:**

- switching from overt to covert: e.g. [#ForzItalia](#) campaign in IT
- localizing narratives: e.g. claims of increase of price for 5G networks buildup in case Huawei is excluded from tenders in POL and CZ (based on [“independent” analysis](#) which turned out to be paid for by Huawei)
- outsourcing propaganda: e.g. CRI cooperating with local fringe radios in the CZ and SER

CHINA INFORMATION OPERATIONS: WAR IN UKRAINE



Strhnutí masky supervelmoci: Kde začala ukrajinská krize / Xu Zihe (Sü C'-che), GT

CRJonline Český

DOMŮ Z ČÍNY ZE SVĚTA Z ČESKA

USA jsou viníkem války na Ukrajině

2022-02-25 19:53:35

CRJonline Český

DOMŮ Z ČÍNY ZE SVĚTA Z ČESKA CESTOVÁNÍ KULTURA SPOLEČNOST NÁZORY

Hlas WHO odhalil temné biologické laboratoře Spojených států na Ukrajině!

2022-03-11 21:46:29

Sdílejte: [f](#) [t](#)

CHINA INFORMATION OPERATIONS:

WAR IN UKRAINE

- “no limits partnership” with Russia, including on convergence of narratives in state and social media
- “special military operation” vs. “war”
- CN narratives: special focus on US and NATO - war as a result of NATO enlargement, Fort Detrick as the source of COVID-19
- channels: China Radio International and local fringe/alternative media
- confluence: sharing offices and editors (Russia Today & China Today in BG), sharing narratives, sharing sources (increased number of Chinese officials and intellectuals quoted by Russian fringe outlets targeting EU population and vice-versa)
- **assessment:** despite bans on some Russian media, the Russian narrative spread by channels used by China (CRI), uneasy attribution, outsourcing of content production and sharing to local influencers/media/social media groups

Thank you

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