



## The Center for Iberian & Latin American Studies

# Mexico: through your eyes and ours

News Framing of Mexico's Image through Comparison of US and Chinese Media Coverage

**Thursday, October 25, 2012**

3-4:30 PM, Deutz Room in the Copley International Conference Center, Institute of the Americas Complex, UCSD

How do you see Mexico? Is it a close neighboring country where people don't speak English and prefer tacos rather than hamburgers? Is it a horrible and dangerous place beset by violence, drug war, crime and poverty? Or is it a swelling middle-class society which remains among the top 10 most-visited tourist destinations in the world? What is the true image of Mexico? In this seminar, I will compare the ways in which Chinese mass media, represented by the People's Daily, and US media, represented by the New York Times, have portrayed the image of Mexico during the last 2 years. Using news framing analysis, this study is aimed to find the factors that take part in shaping Mexico's different image in the US and Chinese media, and the impact of image on the public perception of Mexico.



● **Yuanpei Zhang** received his BA in Spanish Literature from the Beijing Foreign Studies University. He is a Chinese journalist who has been working for almost eight years in Xinhua News Agency, one of China's most important official media. He reported China's domestic news in Spanish when he was abroad and conducted interviews of events that related to Spain and Latin American countries. He served between 2007

and 2010 as a correspondent of Xinhua in Argentina, Mexico and Costa Rica in which he reported local news for the Chinese audience. His research interests include economic development and foreign trade, international relations, communication and foreign policies.

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