

Treball de fi de grau

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Abstract

The present study has been done with the purpose to understand compare and analyse how international media treat the online censorship in China in both Spanish and American media and compare the results with what Chinese citizens believe about the Chinese Firewall, coming from the hypothesis that the Internet censorship in China is impossible to overpower and that it restricts the Chinese population as well as damages foreign media and companies.

The study consists of two case analysis in which Spanish and American media articles are analysed on the topics of media censorship in China during the time period between January 2014 and March 2010 with news from four mainstream newspapers which are *The New York Times*, *The Washington Post*, *El País* and *La Vanguardia*, and the Google case, choosing two important events on the history of the giant of the Internet with China which are the birth of the Chinese search service Google.cn in January 2006 and the beginning of conflicts between the country and the company which ended up with the closing of the search engine from January 2010 to March 2010 in the newspapers *El País* and *The New York Times*. Furthermore another part of the present study is the qualitative analysis of a discussion group done with five students from mainland China who give their opinions on Internet censorship and discuss how it affected their lives and the western point of view.

To sum everything up, the conclusions I reached through the analyses are that western media in general mainly reflects a negative opinion on online censorship in China through their own values. However, citizens from the country believe the vision of the media is exaggerated and biased. It would be necessary to consider viewing the censorship from their cultural point of view to be able to understand better and give a more accurate and neutral information.

*Censorship is saying: 'I'm the one who says the last sentence.
Whatever you say, the conclusion is mine.' But the internet is like a
tree that is growing. The people will always have the last word - even
if someone has a very weak, quiet voice. Such power will collapse
because of a whisper.*

Ai Weiwei

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1. Introduction

“The situation in China is better than what you think”. This is one of the statements of one of the Chinese students residing in Barcelona who participated in this study and somewhat an idea that differs from what we would usually read in national and international newspapers about the Chinese online censorship and the Great Firewall of China.

This paper parts from the hypothesis that the Internet censorship in China is impossible to overpower and that it restricts the Chinese population as well as damages foreign media and companies. The portrayal of Chinese censorship is usually negative; however we don't get enough information to be able to form our own opinion on the matter. In fact, the Chinese Firewall and all that it implies was at the beginning of this study a complete mystery, if we went further than the general knowledge that there is censorship in the country.

The fast growth of the Internet and the World Wide Web brought a more globalised world in which networking with anyone from any place was possible. Information as well as capital travelled much faster from one country to another, not only opening communicative paths between different cultures and therefore transmission of newsworthy events, but also saw the opening of new business opportunities in foreign countries.

With the aperture of China and its subsequent launching to the Internet world in 1994, the growth of the Chinese network was rapid and unstoppable, its immense possibilities and dangers soon realised by the government which began censoring and controlling its content, first manually and years later, with one of the most advanced Internet filtering systems in the world, The Great Firewall of China. The beginning of these practices and the policies made to regulate a structure that was from its beginning essentially thought as free became a huge topic all over the world and still is. These practices generated a wave of criticism from foreign media which was subsequently censored in mainland China as well as forcing foreign companies, specially technology and informatics

related ones like Google, to accept the censoring policies of the country to make business there, giving up their ethics.

1.1 Objectives

The first of the objectives to achieve with this report is to make an analysis on how the Chinese government censors international digital media through the Great Firewall and keyword blocking, as well as seeing the kind of content they tend to block. This part of the study will give me the chance to first argue how the Chinese government censors foreign media and websites, as well as give a base to work on for the case analysis I will study.

Afterwards, using articles from different newspapers and online media outlets I will analyse the way in which foreign media focuses on this issue, centring on how each of them report on this topic and also comparing some of the differences between Spanish media and American media. The objective is to give an insight on how foreign media treat news related to the Chinese censorship, and analyse then the western point of view on the policies and methods used by the Chinese government to restrict the access of the Internet as well as try to answer its real impact on foreign media through articles. It will then give me the chance to know how the international media focuses on this kind of topics, in which way they talk about them and the purpose of those articles.

On the other side, I will go further into the analysis of Chinese Internet censorship with a deep study on the Google case in China through international media articles. The aim of this part of the report is to see the evolution of the Internet giant in the Popular Republic of China, what it censors voluntarily and what not, and the actions it carries out against that censorship. The Google case was very polemic since it was one of the big businesses that went against its own principles and censored itself to do business in mainland China. I'll consider then the contradiction it represents, reason the ethics and appropriateness of their behaviour. With the purpose of achieving these objectives I will also compare Spanish and American articles on this topic with the aim to see to which extent was the Google case important and newsworthy and how it was treated by foreign media.

Furthermore I will carry out a discussion group with Chinese students now studying abroad in Barcelona. The group will debate about the Internet in China, how the censorship affects their lives, their point of view on it and the comparison between their homeland and Spain. Moreover, through the information they provide I'll be able to compare the foreign media point of view with the Chinese one. Also they'll provide insight on how the younger generations treat the great firewall, use the new media, and consider their own situation. Their opinion on these facts will give an interesting comprehension of the differences of the Internet in different countries and their point of view on the activities of government and companies since the students have experienced both the blocking they suffered in China and the apparent freedom of a European country.

1.2 Investigation questions

With the achievement of these objectives I aim to answer some defined questions on the Internet censorship in China. These are the main points I'm going to address in this project:

- ¿How do foreign media view the Great Firewall?
- ¿What are the differences between Spanish and American media articles on Chinese Internet censorship?
- ¿Is the view on Internet censorship different in China from the western point of view shown in international media?
- ¿What is the media's point of view on the topic of companies restricting their own publishing, retracting themselves from their mission and vision, to be able to do business in China?
- ¿How did the media in Spain and the U.S. treat the Google case?
- ¿How does the Great Firewall change Chinese student's lives?
- ¿Is the Firewall really restrictive for its citizens or on the contrary it provides a new found type of freedom to its population?

In order to develop the traditional and new media censorship in China analysis this study is based on, it is necessary to firstly develop some theoretical knowledge about

interconnections within this globalised world as well as censorship as a concept. Moreover it is useful to learn about the Internet and international media censorship that the Republic of China is exerting, more specifically. In the next chapters I will further explain these concepts in order to create a framework from which to work on.

1.3 Justification and limitations

Justification

- The growing importance of China in the global economy.

China has become a growing important factor in global economy, gaining power and even becoming a leading mobile technology developer with brands like Huawei opening to the world, and even the expansion of Chinese applications like WeChat to the world. I believe it is important to understand the stance on the Internet of a country which is becoming an economic leader, even about to surpass the United States, as new data from the World Bank suggested, quoted in an article from *TIME* magazine (Schuman, 2014).

- The recurrent topic of Chinese censorship in the media.

The topic of online censorship especially related to foreign media censorship and business confrontations generated by the policies established on this matter are a recurrent topic in foreign newspapers, almost every month there is a related article in some newspaper. I believe that to understand the western point of view on this matter it is necessary then to analyse foreign media which should mirror the political and social stance on this topic.

- Its generally negative point of view.

The Chinese online censorship has generally a negative point of view from western countries especially reflected on the media. It is interesting to see to what point foreign media approach the topic in a negative light or if on the contrary they do give other sources to try to balance a biased view caused by western values. The same happens with the entering of companies like Google into the Chinese market and the negative public opinion they cause because of their acceptance of this censorship.

Limitations

The limitations that arose during this project aren't many however they made the process of the study much more difficult and laborious. First of all there's an immense quantity of information on Chinese online censorship and the Great Firewall, about many different related topics, from foreign media to political ideas, etc. It was difficult to select the relevant information from so many sources and structure it so that it had a whole sense. Nevertheless the most important limitation was the difficulty to find some of the articles for the study. First of all Spanish media doesn't contain as many articles related to this topic as American media, that made it strenuous to select a number of articles to be able to give a balanced case study. The same happened with the articles on Google for the case study, since it was impossible for me to find the second article from January 2006 from *The New York Times* even using specific search engines. To solve this obstacle I chose another article from April 2006, related to the January theme, to be able to balance the study. Furthermore it was more difficult to find articles from 2006 in general than articles from 2010.

2. An interconnected world

The network structure of society has always existed in other times and spaces, as Manuel Castells (2000: 505) states; however it is the new paradigm of information technology which provides the material base so that its expansion permeates all social structure. It is this information technology which allows a wider, deeper connection between the world as well as a new kind of freedom, since the power of the fluxes of those networks has priority over the power fluxes.

First of all it is necessary to understand the concept of network for Castells (2000: 506). A network is a set of nodes interconnected. The typology defined by it determines that the distance between the two nodes will be shorter if both pertain to the same one. Those networks and the architecture of the relations between them, developed thanks to the information, are the ones that set the processes and functions of our societies. Furthermore, he pinpoints that they are open structures, which have the capacity of limitless expansion and communication between its nodes and new ones, if they have, that is, the same communication codes.

The economy has always been one of the powerful fluxes of wide networks in the world, but it was the technological process which allowed those networks to expand wider, to become more globally connected. Castells (2000: 507) makes reference to what he calls the “network society”, a new social order in which the structures known until now disappear in benefit of a more disordered, random, one derived of the logic of the markets and this development of new technologies, to mention some of them. The new social order, as he says, appears due to a convergence of history evolution and technological change, becoming a purely cultural model of interaction and social organizations. What is important about this, though, is that the information becomes the key ingredient in this new social organization and the “fluxes of messages and images from one network to another constitute the basic thread of our social structure”.

With the invention of telecommunications such as the telegraph and later on the telephone, which allowed people to send and receive information from whereas they had cable connection, information started to travel faster and in a wider range than before and allowed communication between countries in less time. With the radio and television “content and advertising could reach millions of people at the same time” as Bargh and McKenna (2004: 1) state. However it wasn’t until the Internet entered the picture, and afterwards the World Wide Web, that the concept of an interconnected world, of real globalisation between countries and societies, expanded beyond imagination. What’s more, the Internet provided something the other media couldn’t; it gave some measure of anonymity.

2.1 The birth of the Internet

In “A Brief History of the Internet” (Leiner et al. 2003: 2), reedited in 2013, it is said that the first recorded description of an interaction using networks was found in the memos of J.C.R Licklider of MIT, in 1962. “He envisioned a globally interconnected set of computers through which everyone could quickly access data and programs from any site”, a concept very similar to what the Internet has become. Licklider convinced the people from the DARPA project to continue investigating. Afterward Leonard Kleinrock of the MIT convinced Lawrence G. Roberts of the feasibility to communicate using packets rather than circuits, whilst Roberts created the first “wide-area computer

network ever built". All these concepts were put into action in the ARPANET which became the first predecessor of the Internet as Castells (2002: 384) says.

ARPANET was a project developed by the Defence Advanced Research Projects Agency (DARPA) from the Defence Department of the United States. Based in the communication technology of packet switching it allowed the packaging of all types of data to be sent through a network to different nodes without using control centres. It built an architecture that was difficult to censor and to breach (Castells, 2002: 385). Following the years of its creation, more and more computers were added as nodes to the network, some of them linked to University research centres, like those of Santa Barbara and Utah. The project also developed different applications, from which the e-mail was the most important and the harbinger of the activity that later would become the World Wide Web, the "people-to-people traffic" (Leiner et al. 2003: 3)

The Internet was planned to become a network arbitrarily designed with an open architecture networking. The idea was that anyone could interwork with any network without a characteristic architectural design, however it required becoming a component of that network and not what one would call a *peer*. The concept of interconnecting different networks, designed to offer different contents in any way the server builder wanted them to be received, with no constraints, was difficult for the protocol used during the seventies, the NCP (Leiner et al. 2003: 3). Robert Kahn introduced then the protocol which is still used nowadays, the TCP/IP (Transmission Control Protocol/Internet Protocol). The new standard made it possible for computers to not only communicate but also to encode and decode data packages that travelled the Internet at high speed.

The researchers from the universities who had nodes within the Internet began separating their activities from the military ones. Furthermore the counterculture began to appear in the United States, the utopians who were part of these movements were referred to as hackers, though the pejorative definition of the term didn't begin until later on (Lessig, 2006: 41), who are also the ones who created the first modem.

Afterwards the modification of the Unix protocol finally allowed computers to connect through the telephonic line (Castells, 2002: 385). Those new advances made it possible

for anyone who had the knowledge and the technology necessary to use the Internet. Later on, the connection would extend outside of the universities and experts, towards personal computers of the general public. To sum it up the Internet became an infrastructure of communications which linked computers. A “network of networks” which, using standard protocols, was able to transmit data in packages through telephonic lines, TV cables and satellite channels (Berners-Lee, 1999: 17). When a computer was ready to send its data, it used special software to split the data into packages defined by the TCP/IP protocols. Each package of information had, and still has nowadays, its own tag number. The packages got sent this way to another computer which with its own software decoded the data using the tag numbers.

The generalization of this technology and the codes for a global use, the generalization of the Internet use, made the counterculture movement disappear but not the freedom of the application of the networks they asserted. This freedom didn’t only make the Internet a new method of communication; it also transformed society in many ways. First of all it is important to consider that it appeared thanks to the “unexpected displacement of certain architecture of control” (Lessig, 2009: 33). The restrictive telephonic network was displaced by the open network of packet switching. Everyone could edit other people’s work or create new one as well as communicating and associating in a way never experienced before. It allowed then to not have determined control structures. Furthermore it allowed anonymity. The hackers, the utopians, believed the Internet to be free of any State control as John Perry Barlow, cited by Lessig (2009: 33), states in “A Declaration of Independence of the Cyberspace”:

“Governments from the Industrialized World, you, tired giants of flesh and steel, I come from the cyberspace, the new home of the mind. In the name of the future, I ask to you, who belong to the past, to leave us alone. You are not welcome between us. You don’t wield any sovereignty where we meet.”

The Internet, then, had the capability to change every single aspect of people’s lives because of the freedom it provided. The anonymity of an Internet user changed the way people communicated with each other however, what’s more important is that it also changed the way and the volume of information received by the people as well as

making it difficult to know who wrote that content. These facts are what made people either welcome or fear this new technology (Bargh & McKenna, 2004: 8). Lessig (2009: 35) went further into this point, and expressed the need to have a “constitution” for the cyberspace, to protect certain principles and rights from users.

On the other side, the Internet might not have had the expansion it had if not for the creation of a network which made its use much easier to the global audiences, the World Wide Web. A web of interconnections that would become, as Tim Berners-Lee (1999: 1), its creator, had imagined, a universal method to share information around the world. A place where all the information could remain, be edited by other users and linked to other nodes of content.

2.2 The global network

The World Wide Web appeared as an evolution of the idea that Tim Berners-Lee had to make anything potentially connected to anything. It was a concept that he further developed whilst working within the CERN.

“Imagine that all the information stored in computers from everywhere was linked, I thought. Let’s suppose that I could programme my computer to create a space from which anything could be related to anything. All the fragments of information from every computer that was in the CERN, and in the planet, would be at my disposal and to anyone else’s. There would be a unique and global space of information.”
(Berners-Lee, 1999: 4)

In 1989, Berners-Lee proposed building a hypertext project to be used within the CERN, which would enable to create contents in hypertext language. Using his first programme, the Enquire, and the Internet as well as the hypertext, he wanted to make a new system of documentation in the CERN so that everyone could have access to any information within the centre (CERN, 2014). The objective was that anyone would be able to upload their information in a site using hypertext, and link that content to anything related. The problem with the project was that it would be difficult to make it work with different operating systems and computer networks. The Internet was a way to make a bridge between these differences by using the protocol TCP/IP. Berners-Lee

(1999: 26) decided then to begin the name of every programme from the system with HT (from hypertext) and decided to call the project “WorldWideWeb”.

He then wrote the code for the *client*, of the client-server architecture he planned the Web to have, a programme which would allow the creation, navigating and edition of sites of hypertext (Berners-Lee, 1999: 26). However the problem was trying to find a way to transform text into hypertext. He wrote then the Hyper Text Transfer Protocol (HTTP), the computer language which would be used to communicate between computers, as well as the Universal Resource Identifier (URI), “the blueprint for the direction of the documents” which afterward would become the URL. That’s how the first *client*, web browser, of the World Wide Web started working with Hypertext Markup Language (HTML) as well as with HTTP and URI’s. However it was working only in his computer and not connected to the Internet. Afterward he also created the first *server*, the software that would save the content in a part of the computer and would allow access from others. Furthermore, Berners-Lee (1999: 28) also programmed the browser so that it would not only be able to follow links to HTTP files, but also to FTP files. This allowed the World Wide Web to have access to all the content that was already on the Internet.

The aim was to define some basic rules for the protocol to allow a computer to communicate with another in a way that the system wouldn’t collapse. However what was difficult to understand about its design was that:

“There was nothing beyond the URIs, HTTP and HTML. There wasn’t a main computer controlling the Web, nor a unique Web in which those protocols worked, nor an organization that managed it. The Web wasn’t a physical thing that existed in a determined place. It was a space in which the information could exist.” (Berners-Lee, 1999: 34)

In its first stage, the ones who used the World Wide Web, once they could access to it directly, where the hypertext community and the NeXT computer community, since it was the software from which it was designed. Later on, more and more people started downloading their own browser and seeing the endless opportunities the Web had to offer. People from all over the world began using it and contributing to its development.

To extend more its use, new types of browsers were necessary, in this case a client of “signalling and clicking (graphic browser)” for other computers apart from the NeXT (Berners-Lee, 1999: 51). However, when new browsers began to spread, nobody tried to include new functions. It seemed that once they created a browser which anybody could use to have access to the Web, they lost all interest in developing the system further so that it could also become an editor of that content. For that reason, Berners-Lee (1999: 52) says that the Web grew to become global as a publication method but not as an editor.

Berners-Lee realized then the need to build an institution that could invigilate, not control, the Web, after some problems occurred with licenses and browsers that were considered its equivalents, like the Mosaic in the NCSA. The Web seemed to be about to divide in different sections, they being academic, commercial, free or not. However that would go against the original idea of the network. That was another of the reasons why Berners-Lee consulted with the CERN to create a consortium. His motivation now was that the Web would remain and that it would be what he had originally planned. In the first World Wide Web conference, the 25th of May 1994, all the people who worked for the Web got together to talk about its future, a future that he said they should decide with responsibility. He also announced his plans on founding the consortium.

The Web became a global force governments began paying attention to. Tim Berners-Lee (1999: 76) cites what Michael Dertouzos, director of the LCS, cited in his book *What Will Be* about the reunion of the G7 celebrated in Brussels. In that meeting, the vice-president of South Africa, Thabo Mbeki, pronounced a speech about “how the people should face new technologies to improve; to stay informed about the truth of their economic, politic and cultural circumstances; and to give themselves a voice that everyone could hear”. During summer, the MIT finally gave its approval to create the consortium, and Tim Berners-Lee founded the World Wide Web Consortium (W3C) the 1st of October 1994 (CERN, 2014).

The W3C began its work to ensure that the Web worked properly, that the companies reached agreements and that no one achieved controlling the network as theirs. One of their achievements was to contribute to stop the Communications Decency Act, a law from the United States that pretended to control what was published in the web

worldwide (Berners-Lee, 1999: 110). The consortium not only pursued solving these problems but also reaching better technological advances as well as not straying from their initial purpose and its social motivations, regardless of the economic and technical pressures.

“The Web is more a social creation than technical” says Tim Berners-Lee (1999: 115). It was created for teamwork to make people’s lives better. “What we believe, approve and accept and what we depend on” is represented in the Web so that “we have to make sure that the society we are building with the Web is the one we pretend to build”. The problem though is that technology and politics are interconnected. Even though the W3C tries to define protocols that won’t interfere with the laws and rules of society, they design the mechanism and not the politic. That’s why in 1998 more and more governments and businesses tried to take control of the Web because of their own interests. Groups of certain ideologies as well as parents worried about what their children could see online and asked contents to be blocked. The key issues that could build or destruct the Web were both social and technical:

“They are related to the quality of information, the trends, the support, the privacy and the trust: core values of our society, badly understood on the Web, and unfortunately very susceptible of being exploited by those who can find a way to do so. The tendencies of the Web can be insidious and get very far. They can break the independence that exists between our hardware suppliers, software, opinion and information, corrupting our society. We can keep those tendencies at bay [...]. However the process of asserting that quality is subjective, and it is a fundamental right on which a lot of things depend.” (Berners-Lee, 1999: 117)

Both the World Wide Web and the Internet then had open architectures which allowed people a certain freedom from institutions and certain anonymity. However, that could change easily if the governments and the business interests got to have control of them. The privacy of the users could be breached but those same users could be the ones to breach laws in using that new found freedom. A certain regulation and values were needed to assure that freedom but also to protect society.

3. When regulation becomes censorship: an insight into the Panopticon prison

Lawrence Lessig (2009: 35); had already highlighted the need to make a “constitution” for the Internet to protect the values and fundamental principles of the users of the net. The Internet was from its creation a network that allowed the invisibility of its users, however that same invisibility could cause problems. Also, its open architecture gave a sense of the “perfect freedom” but in reality, allowing controlling others at a distance; it could become the tool for the perfect control of society. The ability to track IP’s as well as the development of programmes that allowed keeping control of the people who entered the net would allow it. Furthermore, the government and businesses could store all the data they could get from the users, gaining power over them. He exposed then, the need to have some kind of regulation. In the same way Tim Berners-Lee created the World Wide Web Consortium to protect those same values and rights for the users, invigilating that the use of the Web was adequate, so that nobody tried to have control over it.

When talking about a perfect control structure, a specific architecture from the XVIII can become an appropriate example: The Panopticon. When the plague affected some cities in the past, people would be held in house arrest for the quarantine (Foucault, 2000: 199), anyone who left their houses or the city without permission could be under death penalty. Each street was under the authority of a trustee, who closed the houses and patrolled the streets. The food was distributed through a pulley system to every household. Surveillance was heavy, not a doctor could treat any patient without previous authorisation, nor could any other worker but those who removed the dead. Five or six days after the quarantine was proclaimed, each family would be called out of its house one by one and perfume would be burned in them to disinfect, afterward they could go back to their own homes. Nothing happened without the knowledge of the trustee’s and the mayor. That system was only used in extreme emergencies, to maintain the order and keep track of those who were healthy, those who were sick and those who died.

However it triggered a fantasy, the “politic dream of the plague” (Foucault, 2000: 201), in which the hierarchy, the partition of society, would guarantee the functioning of the

power structures. Also the roster of the “real” name, the “real” place they should be in, the “real” body and sickness from every person would allow having knowledge about everyone. The plague implied multiple separations, individual distributions, a deep organization of the surveillance and an intensification of power structures. The enclosing of one part of the society and the guidance of the others towards a better behaviour.

“The plague-stricken city, all of it traversed by hierarchy, of surveillance, of inspection, of writings, the city immobilized in the running of an extensive power exercised differently on other individual bodies, it’s the utopia of the perfectly governed city. The plague is the proof in the course of which the exercise of disciplinary power can be ideally exercised.”
(Foucault, 2000: 202)

Jeremy Bentham was inspired by this security measures from the plague-stricken cities in the past and designed during the French Revolution the Panopticon, a prototype of a visible and more economical infrastructure for prisons, a model that could also be transferred to other organizations, like hospitals. It was expressed this way:

“To introduce a complete remodelling of prisons: to make sure of the current good behaviour, and the prisoners amendment: fix the health, the cleanliness, the order and the industry of these mansions infested until now of physical and moral corruption: increase security decreasing spending instead of growing it, and all this with a *simple architectural idea.*” (Bentham, 1989: 34)

The idea with which the Panopticon was designed was made to meet these objectives. Its architecture has some peculiarities. In the periphery there is a circular building of six levels where the prisoner’s rooms would be, and in the middle, a tower with broad windows that look towards the inner face of the ring (Foucault, 2000: 203). The cells from the first building have two windows, one that lets the light come in from the outer side and another one opened towards the interior, towards the tower. The first one allows the light to go across the building to the other window. Then the watchmen or security guards within the tower can see then the prisoners in the circular building thanks to them being against the light, being able then to follow each of their

movements. The cells are only open from those windows and don't have any connection to other cells so that the ones who are held there can't see anyone and can't have any contact with anyone else but they can be observed around the clock. The tower is covered by transparent lattice so that the guards can look through them and keep an eye on the prisoners without being seen themselves. Also, iron pipes connect the tower and the cells from the outer building to be used as communications, so that the inspector can warn those who are held or direct their actions (Bentham, 1989: 36).

“The whole of this building is like a hive, which cells can be seen from a central point. Invisible, the inspector reigns like a spirit but he can give immediate evidence of his real presence. This penitence could be called *Panopticon* to express in only one word its usefulness, which is the *ability to see with one look everything that happens in it.*” (Bentham, 1989: 36)

The fact that the cells aren't connected between them eliminates the possibility of crowds taking shape avoiding plots between prisoners; it nullifies the multitude for a “collection of separate individualities” (Foucault, 2000: 204). The guard then can see each individual and control them easily whilst those who are held are victims of an “observed and lonely captivity”. And that's the point of the Panopticon, to induce in those under arrest the consciousness of being constantly and permanently observed even though they can't see. Making the surveillance permanent even though it can be discontinuous, only the own imagination of the prisoner will stick to the feeling of being observed. The Panopticon becomes a machine that sustains an enduring power relationship, independent from those who actually exert it. The prisoners become the ones who exert that power on themselves. The power must be, then visible, the captives will always have the tower in front of them as a symbol of being spied on, and unverifiable, they can never know when they are actually being spied but must know for sure that he can always be.

“The one who is subdued to the field of vision, and that he knows it, reproduces by himself the power coercions; he makes them play spontaneously on himself; inscribing the relation in which he plays the two roles; he becomes the principle of his own confinement”. (Foucault, 2000: 204)

The Panopticon can be a reference for an effective method of control in society with the difference that nowadays it is much easier to spy on other people using new technologies. Moreover, it is not necessary to isolate people anymore to make the surveillance effective. First with video cameras installed in buildings and streets for the safety of citizens and nowadays with the Internet and the Web, knowing what the world's population is doing has become easy. Lessig (2009: 92) expressed that in the Internet, with seemingly free and open architecture, some measures of control could be introduced within the servers and the clients of the connection. IP's can be followed and identification programmes installed leaving nothing to the privacy of the user. They gain in safety but lose in anonymity. Tim Berners-Lee (2000: 67), also commented on that idea, expressing the need of privacy policies to protect the data users poured everyday on the Web so that it wouldn't be used for other's profit. Nevertheless, those privacy politics don't really protect the users, who usually don't read them, nor do they stop businesses from spying and controlling what they do. Microsoft itself accepted their monitoring of what their users did "for their safety".

Furthermore, power struggles surged within the net and, with them; some governments achieved some measure of control over the Internet and the World Wide Web for their dictatorial regimes. Some of them, like the United States, control what the users do in the Internet using the data internet giants like Google provide them under the pressure of "outdated laws" like the Electronic Communications Privacy Act of 1986, data which usually includes private e-mails and communications, and "without the oversight of a judge" (Quain, 2013). Other countries, like China, create regulations to control the Internet from the government, spying on the users, punishing any usage against the government and censoring delicate topics. In this type of censorship the people know that what they publish on the net is subject to surveillance from the government. The Chinese case is special in many ways since, on the one side it mixes the violent prone prototype of surveillance from the plague-stricken cities of the past, where harsh punishments were very usual, and on the other side it is also similar to the Panopticon since people know they can be observed at any time through new technologies and are afraid of doing any action that would make the government punish them.

4. Technology vs fear. The online censorship in China

The expansion of the Internet in China was extremely fast from its beginning, in the early 1990s. In 2007 there were 162 million Chinese with online access and 2 million registered domain names (Harwit, 2008: 79) (see appendix 1). At first, the Internet was used, like in the United States, mainly as an education network, the China Education Research Network (CERNET). As the government realized its constant growth and economic potential, its different organizations began to compete to take control (Sohmen, 2001: 18) of the infrastructures and telephonic lines. The ones who gained the upper hand in this power struggle were the MII and its “subordinate corporations” which “came out as the leading operators of the country’s data backbone” (Harwit, 2008: 88).

China’s first commercial deployment of the Internet was in May 1995 by Beijing Telecom. The MII, seeing this as an opportunity to earn profits for the government began using its near-monopoly of the service leasing rights to “draw disproportionate revenues” from retailers (Harwit, 2008: 92). Therefore, it became very difficult for private organisations to earn benefits and survive in the industry, since losses were massive. On the other hand, public businesses as well as those related to the government in some way could endure thanks to the money received from the official organizations. Sohmen (2001: 24) referred to these governmental actions as damage for the private industries:

“This mercantilist use of legislation to protect the government’s own interests will be a large obstacle for private Internet business, both domestic and foreign by creating uneven competition, and an atmosphere of uncertainty. Such national protectionism is further exacerbated by the competition between regulatory agencies to establish their jurisdiction over the sector.”

The same happened with the contents industry. “Many of the main content providers were private or cooperative companies” (Harwit, 2008: 95), however that didn’t mean they had freedom to publish the content they wanted or that users could have access to anything. From the very beginning, the government “sought to control what citizens could see on their computer screens”. Because “of its global spread and open nature”, the Internet also brought access to much the Chinese government wanted to ban, such as

independent news, pornography, or antigovernment discussions. In addition, it allowed rapid communication, “making the establishment and organization of potentially dissident groups considerably easier” (Sohmen, 2001: 17). Especially the possibility of the dissemination of harmful information for the communist party was what heightened the governmental desire to control the net. This censorship of content already began on 1996, when the police in Guangdong province required users to register with the police before thirty days after opening an account with ISP (Harwit, 2008: 95). By August this practice had extended all over the country. Bans on sensitive content and anything that could harm so-called ‘state security’ were established.

The control and censorship of content fell under the authority of the Central State Council and the Communist Party propaganda organs, who established the guidelines to what material was considered sensitive. However the definition of what would violate ‘state security’ was as vague as the Internet laws and policies the government was enforcing (Sohmen, 2001: 17). These measures tightened during 2000, when to operate Internet services licenses where needed, ICPs had to provide information on the content of their sites as well as a list of the users that had had access to them on demand and a new branch of police officers was created, the Internet police force. The government also sought to control Internet cafés, which comprehended the 25% of Internet users in China (Harwit, 2008: 96). In 2006, the percentage of users that used Internet cafés to access the net grew to a 32%, however the government continued closing unlicensed cafés, even though they kept a record of the identifications of their users.

Also in 2007, another measure appeared to raise population’s awareness of being observed. It was through a cartoon in which two police officers appeared in websites to remind people not to post “harmful content” and to not to do any “illicit activities” in the Internet. Since it was impossible to monitor all websites, the government began using the technique which Harwit (2008: 97) refers to as “killing the chicken to scare the monkeys”, meaning to publicize any punishment to scare the masses. Similarly to the Panopticon prison, that fear of getting caught anytime and punished would prevent people from doing any activity harmful to the government. They then began targeting people to set examples. The first one was in 1998, however, the first “high-profile case” was the one from an Sichuan activist who got arrested for posting information about the victims of the Tiananmen demonstrations on his site. He was condemned to five years

in prison. Another remarkable case, though not for the same reasons, was the one from a journalist who sent information of a newspaper staff meeting to a democracy group. Until that moment Chinese has thought that using a foreign e-mail account would protect them from being discovered, however, the Hong Kong base of Yahoo! Traced his IP address. It was the first time an international organization assisted the government on their censorship campaign, and it wouldn't be the last (Harwit, 2008: 97). With the help of international companies as well as the appearance of the Great Firewall of China, censorship in the Chinese mainland became much more effective.

4.1 How the great firewall works

Qinglian He (2008: 185) cites in *The Fog of Censorship: Media Control in China* what the vice president of the Chinese Academy of Sciences and son of the former Chinese president Jiang Zemin, Jiang Mianheng, said in a conference in Shanghai: "China needs to build a national Internet network that is separate from the World Wide Web." Those declarations have become a reality. The Great Firewall of China is the name by which is known the Internet censorship and surveillance system of the Popular Republic of China. The system not only blocks politically sensitive content but also other types of content like pornographic, gambling and gun seller sites (Custer, 2013). However it is known the most for its function of blocking websites which contain information that could be troublesome for the image of the Communist Party and could raise public opinion against them and any blog, social media site or web that could bring out any social mobilization, regardless of its content. The Firewall censors the content that enters the Chinese Internet in four different ways as explained by the blogger C. Custer (2013) in www.techinasia.com with an info graphic (see appendix 2) from BackGroundCheck.org and Nathan Howard et al (2008) in the report *International Trends Concerning Freedom of Information on the Electronic Commons* for Stanford University:

- DNS blocking: the censors of the Great Firewall block any banned DNS names from appearing in any computer that has sent a request for a certain URL. When the request is made, if the DNS is blocked, an error message will appear on the user's browser.

- IP address blocking: When the browser sends a request to enter an IP address, the surveillance computers check if it is within a banned list of addresses. If it is it will send a reset command.
- Keyword blocking: There are URL's which, even though they are not blocked essentially, they don't appear on the list, but they do contain certain banned keywords the access to the website will be restricted.
- Scanning: once the user has finally gained access to the page the Great Firewall also downloads it and scans it for any keywords either prohibited or related to any sensible topic. If there is the user won't be able to continue navigating through the page, having a break of connection.

However in 2012 it was reported that the Chinese company China Unicom also began using a procedure to block VPN's, virtual private networks provided mainly by foreign companies which allowed users to "encrypt internet communications between two points so that even if the data being passed is tapped, it cannot be read" (Arthur, 2012). The VPN allowed then to connect to the outside of China and gain entrance to any web that was blocked within the mainland and was therefore the first priority of the new tightening of Internet surveillance policies and measures in China.

On the other hand, though, it is still unclear what content the Great Firewall really blocks (Glennon, 2012) going further from the already settled blacklist of sites and keywords known. A study made in Harvard University by King, Pan and Roberts (2013) aimed to shine some light on this matter. To achieve this objective they analysed millions of posts from nearly 1400 Chinese social media services before the government could remove them from the mainland's Internet network. They also compared the content of the posts that were blocked in the end to those which weren't over time in 85 different areas. Their aim was to shine light on the real purpose of the censorship program within China. The findings of their study were surprising:

"Our central theoretical finding is that, contrary to much research and commentary, the purpose of the censorship program is not to suppress criticism of the state or the Communist Party. Indeed, despite widespread censorship of social media, we find that when the Chinese people write scathing criticisms of their government and its leaders, the probability

that their post will be censored does not increase” (King, Pan and Roberts, 2013: 1)

Contrary to what was previously believed, the content the Great Firewall blocks is not essentially those posts which criticise the government. Even though they are subject to certain surveillance and censorship, criticism is not the main point the control technologies focus on. Instead they “show that the censorship program is aimed at curtailing collective action by silencing comments that represent, reinforce, or spur social mobilization, regardless of content” (King, Pan and Roberts, 2013:1). Therefore, they found that one of the real purposes of Internet censorship within China “is to reduce the probability of collective action by clipping social ties whenever any collective movements are in evidence or expected”.

4.2 The psychological Golden Shield

On the other side the technology of the Great Firewall also had psychological consequences on society and companies within China, as well as foreign investors. As mentioned before, the Panopticon structure, the knowledge of being observed, would make people change their behaviour specially towards their activities on the net. The creation of this “electronic panopticon,” as described by David Lyon (1993), cited by Zixue Tai (2006: 98), “in which the invisible ‘Big Brother’ is tracking one’s digital footprints in every cybercorner”, influenced a new mindset, the psychological Firewall (Qinglian He, 2008: 176). The new term meant that both citizens and companies would censor themselves to avoid possible punishment and to be able to continue their commercial and private activities on the net.

Different methods of self-censorship were and are still used nowadays. He (2008) describes some of them, for example the routine control each webpage exerts, erasing any content against the rules of the site (see appendix). Another type of self-censorship would be applied during any sensitive periods, such as any major political event. The websites would in this instance remind the users that any content that could be harmful to the government would be erased or just suspending the possibility of posting anything during the time of the event (see appendix). Furthermore, foreign Internet portals in line with the Chinese government would also filter their content in mainland China.

5. Foreigners in China: from the opening of the market to foreign companies to the banning of foreign sites

With the opening of the Chinese economy three decades ago the informatization of the country also began to grow rapidly. Zixue Tai (2006: 91) explains that the initiative of informatization was not only aimed to introduce new Western technologies to the country but also to attract foreign investment as well as encourage local businesses to “enlist into foreign stock markets”. With these new measures, China-focused Internet companies began to make their appearance in foreign markets, websites like Sina.com, Sohu.com, others also began growing their own niches within the Chinese market, for example Baidu.com. This growing business also attracted foreign companies to invest in the growing Internet economy of the country. In 2003, Yahoo! purchased 3721 Network Software Co, the technology developer for a Chinese popular search engine; in 2005 it also purchased Alibaba, the biggest online retailer in mainland China (Tai, 2006: 92). The government, however, had no intention of allowing complete freedom to that newfound market and the Internet by using restricting technological and social measures, for example the Great Firewall, as Tai (2006: 97) expresses:

“The full-arm embrace of the Internet and the knowledge economy by the Chinese authorities, however, does not mean that the Chinese leadership is willing to let the liberating and free-wheeling spirit of the Internet run its own course. Instead, the Chinese regime has taken a series of regulatory measures to ensure that the Internet is under the tight control of the state. By being able to reap the economic and political benefits of the Internet while suppressing its potential to challenge or threaten the communist government, the Chinese leadership believes that a well-developed and well-regulated Internet can work to its advantage in strengthening its grip on power and its capacity to win popular support.”

The control of foreign web pages specifically was “contradictory” since on one side they welcomed the data network ties with foreign nations with the goal of modernizing the economy and “spreading scientific, economic and cultural information” (Harwit, 2008: 98). On the other side, this desire for information collided with the one to monitor

that information. During the 1990's, the government tried to censor the access to Western news sites, that were sometimes critical of them, for example the case of *The New York Times* and the *Washington Post*. However, the attempts of censoring those sites usually failed or were "unevenly enforced" (Harwit, 2008: 99). Some of those failures were due to the pressure from American companies, who complained about the Chinese measures being too restrictive. However, with time, the censorship within the mainland became more effective with the use of the Great Firewall of China and the assistance of foreign companies who provided the Communist Party with data about its users.

The difficulties were only added by the policies the government kept applying in order to control foreign investment, especially when it came to the Chinese Internet. Not only did the companies have to apply for Internet Licences to settle in the Chinese market. Some of the companies even began voluntarily signing the "Public Pledge on Self-discipline for China Internet Industry":

"Designed to ban signatories from producing, releasing, or spreading material 'harmful to national security and social stability' or 'in violation of the law,' and to encourage Internet surfers to 'use the web in a civilized way' and 'avoid any content that breaches others' intellectual property rights.' More Internet companies have joined the "self-disciplinary pact" since then, including web giant Yahoo's Chinese language site." (Tai, 2006: 101)

The effort to eliminate or filter any content that the communist regime could consider harmful has been widely criticised by international media organizations but it didn't stop either the government, not international companies, to apply those measures. Companies which wouldn't please the Chinese government would quickly have their services stopped or make their websites lag. An example was the Internet giant Google which on August 2002 was blocked to Chinese citizens because the company wouldn't filter the content it offered, since it allowed access to sites the government wanted banned in the country (Tai, 2006: 101).

Furthermore, corrupt alliances between the Chinese government and foreign corporations were beginning to be exposed by international media and academic experts. Ethan Gutmann reported in his article *Who lost China's Internet?*, as cited by He (2008: 174) cited, that “to get a piece of the China market, many multinational corporations have broken their early promises to use business ties with China to promote its democratization”. In this quotation by He (2008: 175), Gutmann also described the early stages of that cooperation:

“Theoretically, China’s desire to be part of the Internet should have given the capitalists who wired it similar leverage. Instead, the leverage all seems to have remained with the government, as Western companies fell all over themselves bidding for its favor. AOL, Netscape Communications, and Sun Microsystems all helped disseminate government propaganda by backing China Internet Corp., an arm of the state run Xinhua News Agency. Not to be outdone, Sparkice, a Canadian Internet colossus, splashily announced that it would serve up only state-sanctioned news on its web- site. Nortel provides wraparound software for voice and closed-circuit camera recognition, technology that the Public Security Bureau has already put to good use, according to the Chinese press.”

Furthermore, some giant telecommunication companies like Motorola and Lucent as well as the German-based Siemens and Canadian-based Bell Northern Research were some of the technology providers for some of the surveillance systems used in China.

5.1 The media difficulties

On the other side, international media had difficulties first in establishing themselves in China and afterward in achieving that the government wouldn’t censor their websites. In 1999 the “Detailed Rules and Regulations on Implementing the Law on Foreign-invested Enterprises explicitly stipulated that no foreign-owned news, publishing, television, or film enterprises may be established” (He, 2008: 156). Foreign investment couldn’t go into Chinese media either, since joint ventures between Chinese and

international media was prohibited. Furthermore Chinese media couldn't publish any news from foreign news outlets:

“1992, when the CC Propaganda Department and other government agencies declared that nothing from international news agencies could be published in China apart from what was distributed by Xinhua and the four largest Western news agencies (Associated Press, United Press, Reuters and Agence France Presse)” (He, 2008: 160)

In 1995 this rule was slightly modified to allow Chinese media to publish foreign financial news but with the condition to first submit the articles to Xinhua for their approval. Moreover, the Propaganda Department ruled that the import of foreign publications should be handled by the China National Import & Export Corporation, and that foreign media couldn't be sold without organization. The main problem was that authorisations were scarce and they had conditions that wouldn't benefit the media companies. Another way to publish foreign material was to include foreign articles into Chinese publications, however the only materials that were allowed to be published were those related to the fashion industry and science articles, since they would be the ones with the least risk to pose a problem for the government.

On the other side, it is also a difficult situation for foreign journalists within China since, even though they have some measure of freedom, China's citizens are not allowed to answer questions or give interviews without permission of the government. Foreign news agencies in China are also required to apply for permission to interview government officials (He, 2008: 142). Moreover, the detentions of journalists as well as the refusal to give visas to journalists are also common practices to control foreign media.

This blockage of press freedom towards foreign media companies, news agencies and journalists only adds to the difficulties the Great Firewall presents to international news sites. There have been many instances in which prestigious newspapers like *The New York Times* and *The Washington Post* have been censored from mainland China for its “harmful” content. These online media censorship is further analysed in the next chapters.

6. Methodology

This report consists on two case analyses and a group discussion with Chinese students, each of them with a different methodology.

6.1 Part one of the analyses: the Media case

The first case aims to analyse how foreign media reports on the Chinese Internet censorship. To do so I will analyse articles from two Spanish newspapers and two American newspapers. The articles which are studied are from *El País*, *La Vanguardia*, *The Washington Post* and *The New York Times*. The methodology will consist on a descriptive analysis of the articles selected, four articles for each newspaper, from January 2014 to May 2014. The reason why this time period has been chosen is because since the year began China has been constantly in the current news, becoming a newsworthy topic, not only for its business activities but also, and more importantly, for its censorship of media and Internet, furthermore they are recent enough to still be relevant to the ongoing study. However, another reason to choose such an extended time period is because, even though articles related to China are usual nowadays in newspapers, and especially on the ones used in this case analysis, the number of them which are related to Chinese censorship are scarce. The articles chosen are newsworthy articles which are centred on the topic of Chinese Internet censorship or related to it. The articles chosen are:

- *La Vanguardia*

- China censura ‘The Big Bang Theory’ y ‘The Good Wife’. 28th of April 2014.
- El Gobierno chino lanza campaña para controlar servicio de mensajería móvil. 28th of May 2014.
- China prohíbe Windows 8 en los ordenadores gubernamentales. 20th of May 2014.
- China censura la información de las fortunas de su élite en paraísos fiscales. 23rd of January 2014.

- *El País*

- China recurre a la censura tras las revelaciones sobre paraísos fiscales. 22nd January 2014.
- China se escuda en la censura. 22nd January 2014.

- EEUU denuncia los ataques a la libertad de expresión en China. 30th January 2014.
- China quiere controlar la mensajería móvil. 28th May 2014
- *The Washington Post*
 - China will step up the scrutiny of Internet technology. 22nd May 2014.
 - China launches campaign to purge Internet of porn, rumors and, critics say, dissent. 17th April 2014.
 - China: Where ‘The Big Bang Theory’ is too hot to watch, but ‘Game of Thrones’ is just fine.
 - Microsoft denies censoring results in the ‘uncensored’ version of Chinese-language Bing. 12th February 2014.
- *The New York Times*
 - China Plans Security Checks for Tech Firms After U.S. Indictments. 22nd of May 2014.
 - Chinese Web Outage Blamed on Censorship Glitch. 22nd of January 2014.
 - Chinese Ask Kerry to Help Tear Down a Firewall. 15th of February 2014.
 - Big Web Crash in China: Experts Suspect Great Firewall. 22nd of January 2014.

With the aim to analyse this articles, I use a table to extract the data from the content of the articles, which will be shown and explained on the next chapters. With the data collected from the analysis of each article I will proceed to explain and argument the results using the descriptive methodology mentioned above and the knowledge obtained throughout the study made until the moment. The Spanish media case and the American media case are studied separately, focusing on which are the subjects that appear the most, their approach on the topic and its aim, where the information comes from (is it their own or from agencies?) and therefore the importance they give to those topics. The final aim is to find out how Spanish and American media treat the Chinese censorship subject, and find out which topics within this subject are relevant for each of them and if they are somewhat biased or not.

6.2 Second part of the analysis: The Google case

On the second part of the analysis I'm going to focus on the Google case, mainly the relationship between the giant of informatics Google and China since the company's breach into the Chinese market, to the polemic break between their "partnership".

First, I explain, through articles and thesis from different authors, Google's history since entering China in 2005, to give some context on the study. Afterwards, I analyse the media coverage of the two most searched events in the history of Google's partnership with China, as seen in Google Trends with the keywords Google China. The articles I will analyse are then from the birth of Google.cn bringing Google's acceptance to censor its content in January 2006 and the polemic it brought, and on the other side I analyse the articles related to the confrontation between Google and the Chinese government leading to the disappearance of Google.cn from January 2010 to March 2010 when Google.cn stopped its activities. The articles I analyse are from *El País* and *The New York Times*, whilst the second has had a very wide coverage of both events, *El País* was more centred on the 2010 breakage of Google from China, a fact that affects the subsequent analysis. The articles that are analysed are:

- 2006:
 - *El País*:
 - Google se autocensura en China. From the 25th of January 2006.
 - Google acepta la censura del régimen de Pekín para competir en el mercado Chino. From the 26th of January 2006.
 - *The New York Times*:
 - Google Chief Rejects Putting Pressure on China. From the 13th of April 2006.
 - Version of Google in China Won't Offer E-Mail or Blogs- From the 25th of January 2006.
- 2010:
 - *El País*
 - La Casa Blanca respalda a Google en su plante a la censura China. From the 24th of January 2010.
 - China replica a Google que únicamente acoge empresas que "cumplan con la ley". From the 14th of January 2010.

- Google deja de censurar sus búsquedas en China. From the 22nd of March 2010.
- Google amenaza con cerrar su buscador en China. From the 13th of January 2010.
- *The New York Times*
 - China Issues Another Warning to Google on Enforced Censorship of the Internet. From the 13th of March 2010.
 - Google May End Venture in China Over Censorship. From the 13th of January 2010.
 - Google Closes Search Service Based in China. From the 23rd of March 2010.
 - Stance by China to Limit Google is Risk by Beijing. From the 24th of March 2010.

The articles are analysed separately first using the same table used in the first case analysis, which will be shown in the next chapter. The principal aim is to find out which are the subjects they focus on more, their point of view, and relevance they give to the news in each country and newspaper. The results from the study will give an insight on how the Google case was viewed from the occidental point of view.

6.3 Table for the analysis

The next table is an adapted version of the one used by Arboleda Lascano and Catalina Nathalí (2013) in their thesis *Análisis de contenidos del diario digital La República* for the Universidad Técnica Particular La Loja, and which was extracted from the Unidad de Gestión de la Comunicación.

1. IDENTIFICATION
Name of the media:
Medium: Print () Online ()
Date:
Time of publication:
City:
Coverage: National () International ()

Title of the article:
Space it occupies (Lines):
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO ()
Private entities or organizations : YES () _____ NO ()
ONG's: YES () _____ NO ()
Political parties: YES () _____ NO ()
News resulting from investigative journalism from the media: YES () NO ()
News resulting from production routines: YES () _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO ()
Agencies: YES () _____ NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES () _____ NO ()
Direct source: YES () _____ NO ()
Indirect source: YES () _____ NO ()
The source is mentioned in the title: YES () _____ NO ()
Genre: Male () Female () Others ()
Number of sources that can be detected:
Professional sources: YES () _____ NO ()
Governmental sources: YES () _____ NO ()
Objective sources: YES () _____ NO ()
Subjective sources: YES () _____ NO ()
Private sources: YES () _____ NO ()
Public sources: YES () _____ NO ()
Sources from archives: YES () _____ NO ()
Institutional sources: YES () _____ NO ()
Political parties sources: YES () _____ NO ()
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION

METHOD
Complete identification of the protagonist: YES () NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES () NO ()
Name:
Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators):
Off the record: YES () NO ()
Partial Off the Record (for example: sources form the government): YES () _____ NO ()
Statements or sources without identification: YES () _____ NO ()
Direct style: YES () NO ()
Indirect style: YES () NO ()
5. INFORMATION STRUCTURE
Standard news article: YES () NO ()
Pyramidal structure: YES () NO ()
Exclusive: YES () NO ()
Article with statements: YES () NO ()
Brief. YES () NO ()
Chronological article: YES () NO ()
Double news article, or with a group of informations: YES () _____ NO ()
6. CONTENT'S TREATMENT
Subject of the article:
Clear narration: YES () NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO ()
The positive aspects are stressed in the article: YES () _____ NO ()

The negative aspects are stressed in the article: YES () _____ NO ()
The elements are selected with the criteria and objectives to inform: YES () _____ NO ()
Presence of the statements (lines):
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO ()
Is the information signed?: YES () _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES () _____ NO () _____
Biased narrative approach: YES () _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES () NO ()
Is there any propaganda? YES () NO ()
Is there any subliminal advertising? YES () NO ()
Where can it be detected?
Are there subliminal messages? YES () _____ NO ()
Is there a lack of any version? YES () _____ NO ()
Is there any tampering with the articles? YES () _____ NO ()
Is there any morbidity? YES () _____ NO ()
9. VALUES
Is it a news article that transmits values? YES () NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

6.3.1 Category description:

IDENTIFICATION

The identification aims to portray the media we are analysing, the medium, date and time as well as city where the information was reported from, and coverage. The most important points on this category are the title of the article, since it gives insight on the topic and possible sources and protagonists, the length of the article and the section where it was published.

ORIGIN OF THE INFORMATION

There are various subcategories. The information can come from public or private entities, NGOs, political parties, news resulting in investigative journalism from the media (meaning that the data comes from data investigation from the journalists and not from other sources), news resulting from production routines (the compilation of information from different sources directly or indirectly and its interpretation), news resulting from both of them and those from agencies.

NATURE OF THE SOURCES AND MAIN CHARACTERS

First of all it defines if there are sources, if they are direct or indirect and if they appear on the title or not, also their genre. Afterwards it determines the precedence of the sources through other subcategories to know if they are professional or governmental, objective or subjective, private or public (understanding private for companies and citizens and public for any governmental or institutional source), from archives, institutional and political parties.

INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD

In this category the aim is to identify the protagonist and the sources, to know if they are identified or not, or if they are impersonal or generic. It also specifies if they are off the record or partially off the record, and another case, when the statements or sources don't have identification for example when talking about Internet users. Finally it finds if the statements are direct or indirect.

INFORMATION STRUCTURE

It aims to determine how the news article has been structured, as a standard article, adapted to the web with a pyramidal structure, as a brief, an exclusive, a chronological article or a double news article in which there is a main information but the same page adds some extra related content, less important than the first one.

CONTENT'S TREATMENT

The content's treatment is an important part of the analysis since it defines if the article is biased or not and how it is biased depending on if it extends the news to add unnecessary information that would transmit a certain point of view or on the other side if it omits important or relevant information. Furthermore it also collects data on how the information about the Chinese censorship is transmitted, in a positive light, negative or both. Also the presence of statements and if there's an objective to inform. It also determines if the space assigned to the news is adequate or not, if there's a different treatment between protagonists or sources and if the information has been signed.

APPROACH

This category determines if the approach of the article is positive, negative, descriptive, critical, alarmist, humanised or metaphoric. Furthermore it also collects data on the appropriateness of the narrative approach or if on the contrary it is a biased narrative approach. It also has the possibility to be both of them since, even though the narrative approach can be appropriate, the sources chosen, and so part of this narrative, will be slightly biased.

INFORMATIVE UNBALANCE

The informative unbalance category represents if there's any distinction between opinion and information and if so, if there is any kind of propaganda, advertising or subliminal messages that could try to influence the reader. Also if it lacks any version, if it is done with a morbid intention or if the information it offers has been tampered in any way to suit someone's purposes.

VALUES

Newspapers have their own values, mission and vision that will be represented in their articles. Usually the readers read a specific paper because they can relate to their point

of views. Using the UNESCO's Earth Charter values, that can be considered universal I determine if the articles transmit the following values:

- Respect towards people
- Integrity
- Social and Economic justice
- Democracy, non-violence and peace (also referring to rights like the right to information and expression).

It is also centred in how they are transmitted, if they affirm themselves o that value it is positive, if they deny that value it is negative and there's also the possibility of being netrual.

6.4 Third part of the analysis: Discussion group

The last part of the study focuses in a qualitative analysis which consists of a discussion group with five Chinese students now living and studying in Barcelona. The discussion group was conducted as a debate originated from a questionnaire. The students answered the questions and gave their opinions, contrasting them to the opinions of the others or completing each others thoughts. With the answers given by the students I proceed to analyse the differences found in the study of the media cases in the two parts above, comparing their attitude towards the Internet and their thoughts on the occidental view of Chinese censorship. Next I specify the questions of the questionnaire:

- Are you aware of the Great Firewall of China?
- How did you get to know about it?
- Do you know what they censure and how they do it?
- Do you agree with this censorship measure?
- How does it influence your life in China?
- Can you know when you are being "observed" or if the content you will post is going to be banned?
- What do you do if you want to have access to foreign sites which are blocked in China? For example Facebook.
- If you use any method to avoid the Internet wall, which one do you use?
- And do you use them?
- From foreign companies do they offer you any program to do it?
- What are the consequences for you if you get caught using them?

- And then, you can't publish information about the government?
- Then you wouldn't post anything that could in any way have this consequences for you even if you were very motivated to do so?
- If you don't want to use the Internet because what you are going to post can become a risk to you if discovered, what other method do you use to share that information?
- Is your usage of the Internet in Spain different from what it was in China? Why?
- What programmes do you use that you didn't there?
- How does it affect you relationships with Chinese people?
- Do you think you will be able to stop using them once you are back in your country?
- Here we are also spied on by the governments and companies, our data saved by them to use, for control, security and commercial purposes, however most people don't know about this fact. On the other side you know you are being spied on. Do you think that the knowledge you have about that makes you freer than Europeans or Americans? Why yes or no.
- Do you read foreign media while you are in China? If so, what newspapers sites do you frequent?
- Have you ever read The New York Times, The Washington Post or other newspapers censored in China? Were you aware they were censored?
- Would you want to read them if they were blocked?
- Did you use Google in China? Which of the services it offers?
- How often did you use Google in China? Do you use it more here?
- Google is considered one of the biggest Internet companies in the whole world, which furthermore possesses countless data on its users. When it entered China it began to censor itself because of Chinese policies only in the country going against their own mission and vision. Do you believe that is ethic?

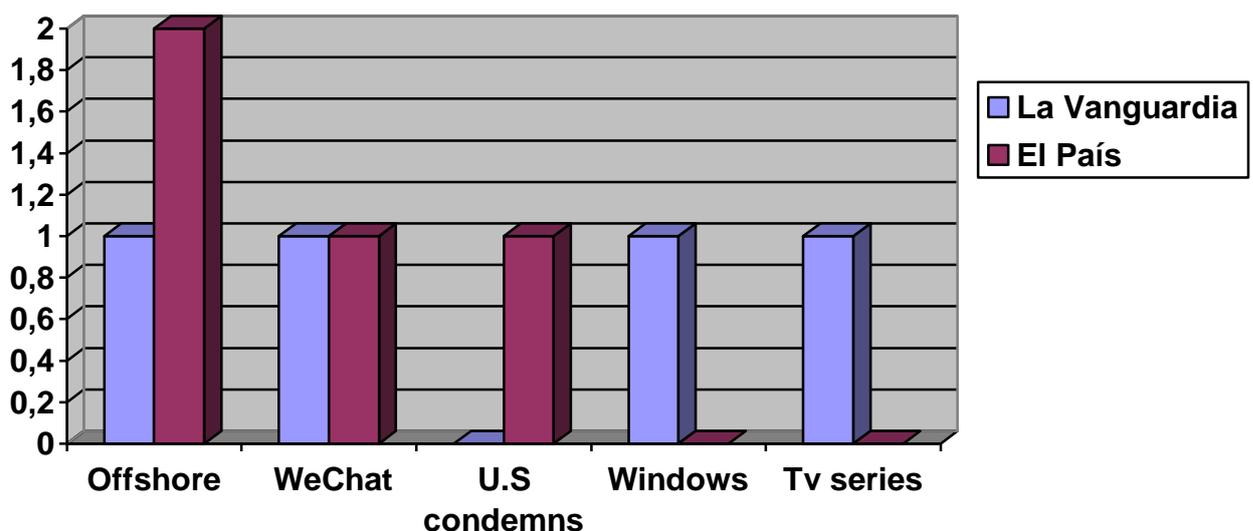
7. How foreign media report on online censorship in China, a case analysis

In this chapter I reveal and argue the findings from the analysis of the data obtained from the study table for each article (see appendix). I will explain the results for each category of the table for both Spanish and American media and analyse the final results of the study.

7.1 Spanish media: Results

IDENTIFICATION

From January 2014 to May 2014 there haven't been a lot of news related to censorship of the Internet in China, it was expected then that the topics the media would speak about would be very similar. Surprisingly though the results show a wider variety of

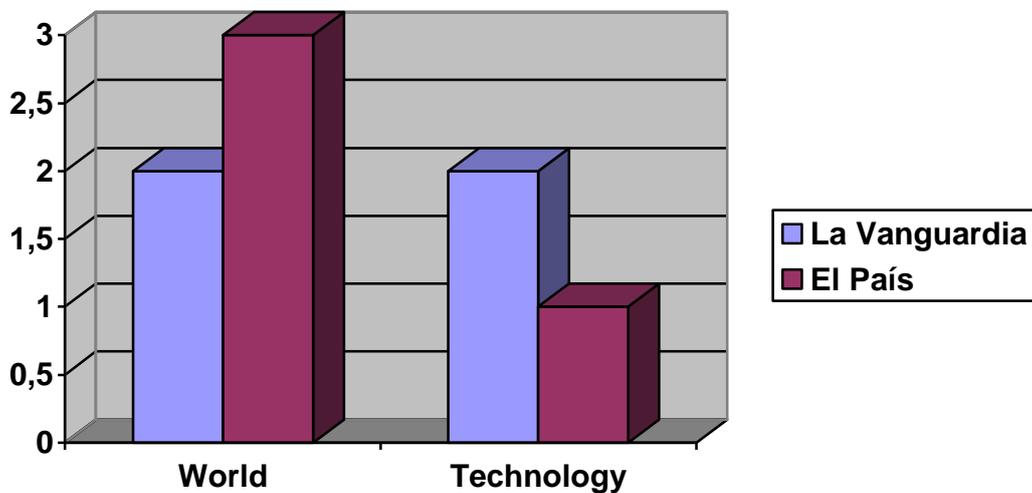


news on the subject as shown on the graphic above. Three of the articles were related to the massive media censorship conducted by the Chinese government last January when news surfaced about the offshore accounts from their elite members, specially those so-called “red princes”, sons and daughters from politicians and businessmen. *El País* seems to give a bigger importance to the news, publishing two related articles one day after the other, the 22nd of January and the 23rd of the same month. *La Vanguardia* then shows a greater variety of topics. Both newspapers published the news of the new campaign by the Chinese government to control the app WeChat (the Chinese version of Whatsapp which also has an option to create public posts like Facebook), which means that both considered the information relevant. Other subjects treated where the

prohibition of the use of Windows 8 in governmental computers in the country, the condemnation from the U.S towards China for the limited freedom of expression they allow to journalists and media in general and the censorship of the popular TV series ‘The Big Bang Theory’ and ‘The Good Wife’ which were broadcasted in streaming video sites.

Another thing to take into account is the extension of the articles, which goes from 27 lines, which is the shortest article, to 114, the longest. From the rest of the articles, the number of lines is more similar, there being three articles which range around the 80 lines (83, 83, 79 respectively) and two around the 40 lines (37, 37 and 40). The surprising finding is that *La Vanguardia* has the shortest articles on average which can indicate the importance the newspaper gives to this type of topics. However, it is also the one that published the longest one in its print version on the subject of the censorship of media for the offshore scandal. On the other side, *El País* shows a more balanced number of lines for each article, the majority of them around the 80 lines.

When it comes to the sections where the articles were posted the newspapers are very

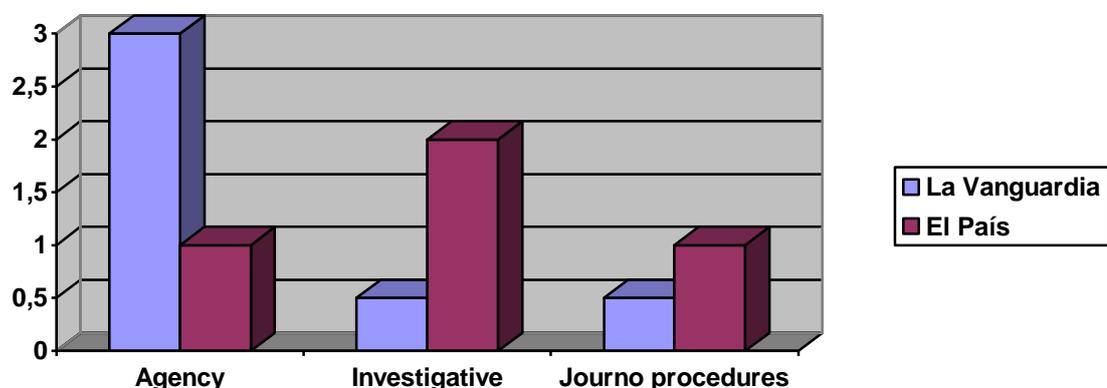


similar. All the articles were either posted in the International/World section or in Technology, the majority of them being published on the first category. *La Vanguardia*, though, having a wider range of themes is more balanced on the distribution by section than *El País*.

Spanish media are then very similar in both, the topics they consider important and the sections, even though the extension of the articles and the themes may vary from one to the other.

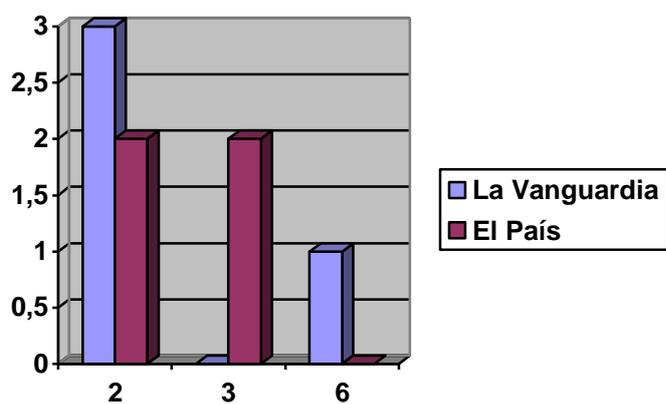
ORIGIN OF THE INFORMATION

It seems that the origin of the information in Spanish media varies a lot depending on the importance given to the news as well as other factors. As seen on the graphic below, the majority of the articles in Spanish media come from the information provided by the agencies, in this case EFE. *La Vanguardia* shows a bigger amount of articles provided by EFE than *El País*, however it is important to consider that the latter published two articles on the same topic in which they participated in an investigation with the International Consortium of Investigative Journalism (ICIJ). This fact might be only once in a while so we can guess that usually the articles published in this newspaper are probably balanced between information from agencies and journalistic production routines. Also, it is normal for newspapers nowadays to rely on agencies for international news since there's not enough money to send their own correspondents. Therefore, the use of agencies in Spanish media is expected and habitual, especially in international news like the ones being studied in this report.



NATURE OF THE SOURCES AND MAIN CHARACTERS

All the articles contain sources both direct, because they talked directly to them or received the information from the direct source (in the case of agencies), and indirect, considering those which weren't achieved directly but through another source (agencies). Furthermore the data seems to point out that most of the information comes from male sources or others, like Government's statements, agencies or other organizations. The number of sources in the Spanish media analysed appears to be of 2

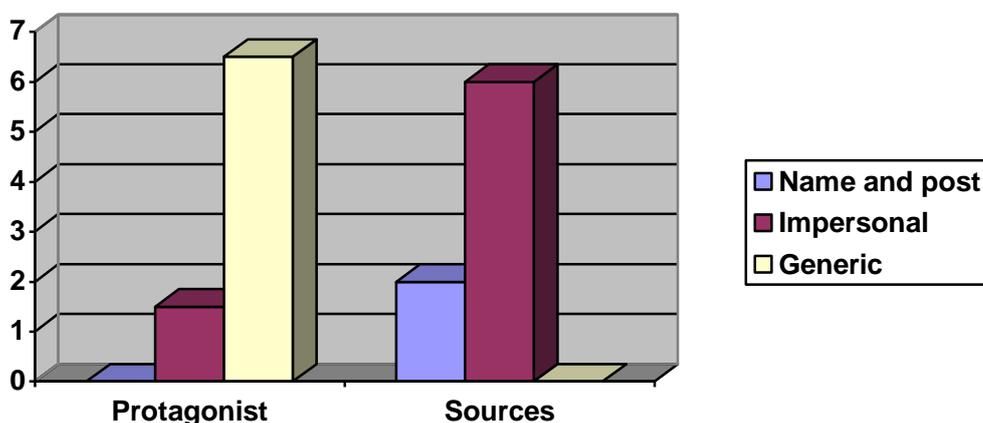


by majority, 5 articles with two sources, one of them surprisingly the longest one out of them. Another anomaly is the fact that one of the articles of 40 lines has a total of 6 sources, however one has to look at the origin of the statements from the article to

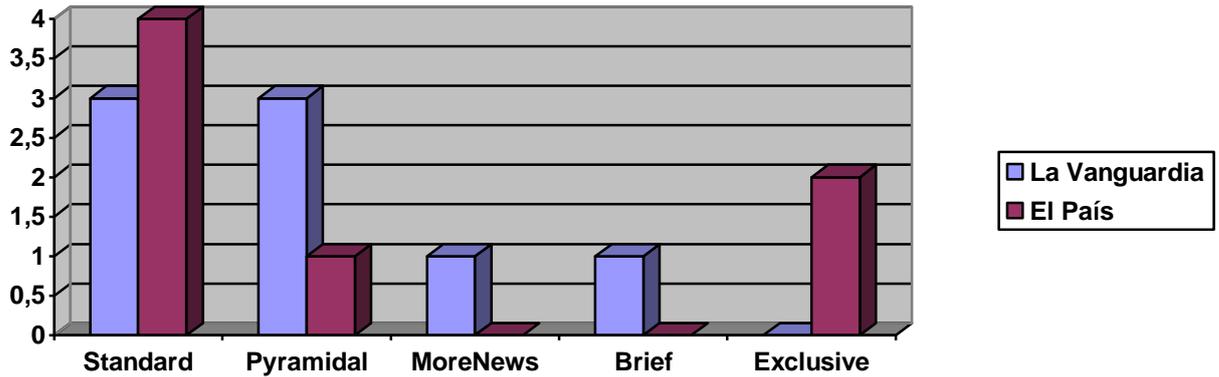
understand the number, a fact that will be specified in the next category. Lastly for this point, it is necessary to highlight the fact that most of the articles have both objective and subjective sources (also understanding as subjective some of the government's statements).

INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD

As the graphic below shows, the Spanish articles mainly use generic protagonist's names to refer to the subject of Chinese Internet censorship; the most used one in this case was the generic China, for example: "China bans Windows 8 in governmental computers". One of the articles had two protagonists, one generic and another impersonal whilst there was one with only one impersonal protagonist and none in which the main character was a certain person with name and post. On the other side, the sources showed the opposite result, most of the articles had mainly impersonal sources like agencies and other organizations, some of them also had sources with name and post most of them were statements from a government or institution spokesperson. They had no generic sources.



INFORMATION STRUCTURE



The principal information structures when it comes to news related to Chinese censorship in Spanish media it seems they are mainly standard news format, sometimes with pyramidal structure in online cases. However there are some differences, for example *La Vanguardia* posted a brief of only 27 lines with information from EFE agency. Also, the longest article from those analysed, which is also from *La Vanguardia*, not only had the news article in the same page but it also had other information, for example detailed profiles of the “red princes” who had been reported to have offshore accounts and a small report on the detention of an anticorruption activist, related to the news. It is the only Spanish article which offered extra related information to complement the article. Furthermore, there is also the case of *El País*, which has two exclusive articles related to the offshore investigation in collaboration with the ICIJ. Other than these differences, we can say that in Spanish media, articles about the Chinese censorship tend to be in the standardized news structure.

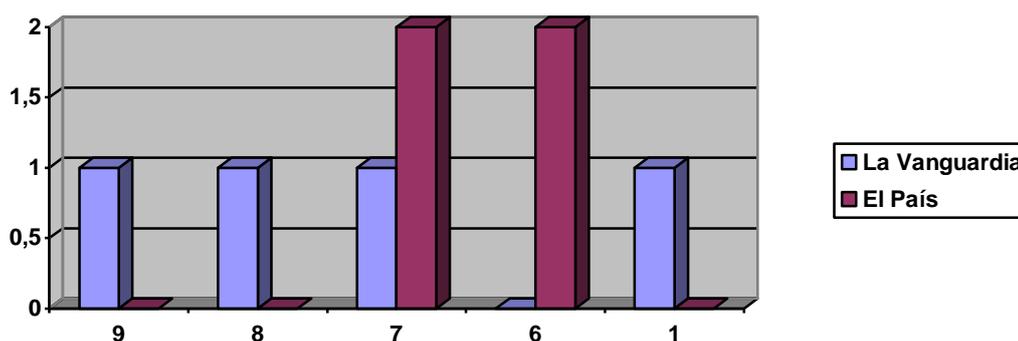
CONTENT’S TREATMENT

For Spanish media, as mentioned before, a great percentage of the international information comes from agencies; therefore the probability of the information being biased is very small, depending obviously of the agency. Moreover, newspapers tend to minimally change the articles that come from agencies, fact that makes them absolutely

similar to each other. An example are the articles from both online versions of the newspapers on the control campaign against WeChat, which is from EFE and the wording of the articles is almost identical in both *El País* and *La Vanguardia*.

Nonetheless there are some points that stand out when it comes to the treatment of delicate news like censorship in another country. All the news published or posted by Spanish media pointed out the negativeness of the censorship, in one way or the other, without expressing an opinion nor making the article a biased one. Simply by highlighting in bold some kind of expressions or using some of them like “Life is becoming more difficult”. On the other side, some of them also express positive ideas on their articles, for example “Thanks to that aperture, the Chinese public can enjoy famous series like ‘House of Cards’”.

Another aspect that should be emphasized is the number of direct statements used in Spanish articles.

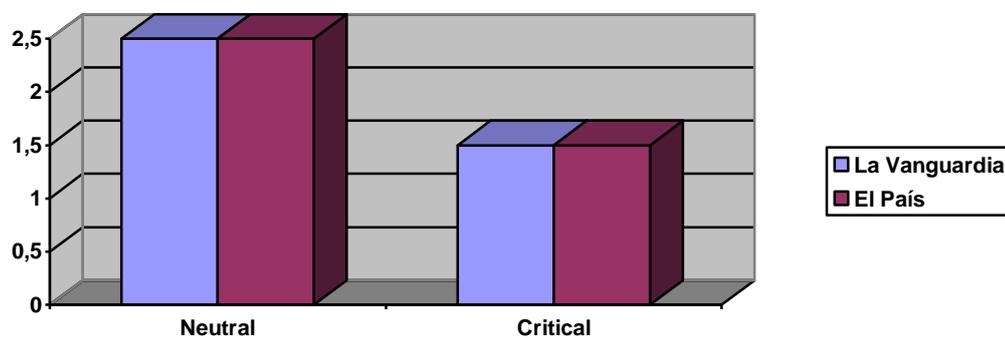


It can be observed in the graphic that the majority of the articles have between six and seven direct statements, with the average length of 80 lines approximately. The ones that get more separated from this are the longest article and the brief.

APPROACH

Even though the Spanish media articles about Chinese censorship are not essentially biased, and they tend to show a more neutral approach, especially if it is about a topic that doesn't really affect the country directly. However, they do show a more critical approach in some cases. For example the offshore articles or *El País*'s article about the U.S condemning the attacks against freedom of expression in China. They are mostly themes that either go nearer to the core of the media article and against its values (*El*

País is one of the newspapers that was censored in China mainland). Nevertheless, the critics aren't usually shown directly, since opinion is not a feature of a standard news structure, but the choice of sources and statements can make the point of view of an article change completely. If talking about the American TV series banned in China we add a micro-blogging comment that believes that the country is becoming more like South Korea, it can be used as a veiled critic. Hence, even though the articles are not essentially biased, they do express some critics through some of them, specially the ones about offshore accounts in which media was censored and the one from U.S's condemnation.

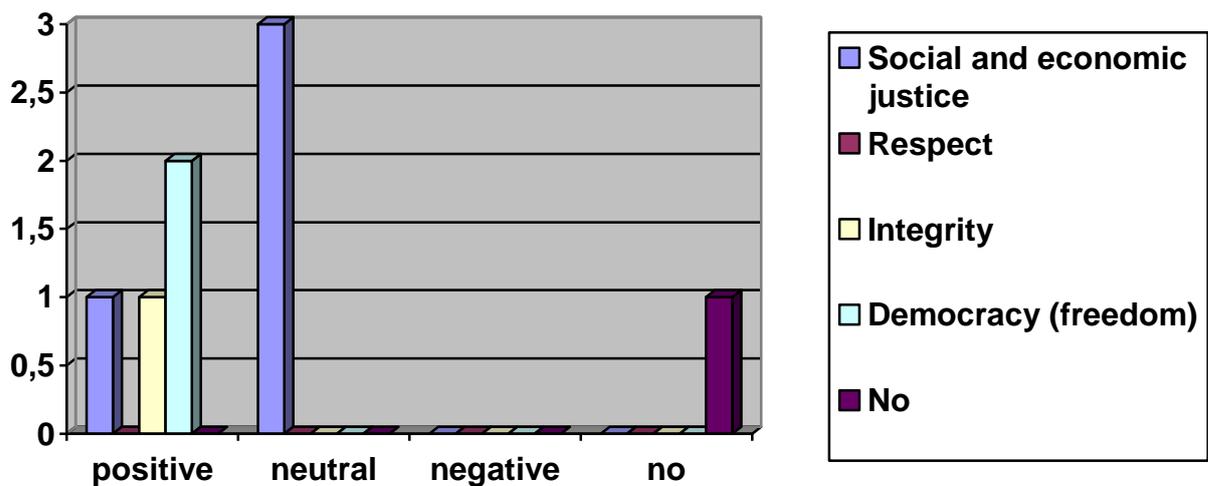


INFORMATIVE UNBALANCE

In the articles studied related to the Chinese online censorship there isn't any informative unbalance, nor hidden propaganda, advertisements or subliminal messages. Being so short with very clear sources and a lot of their information coming from agencies it is difficult for the news to be tampered in any way.

VALUES

News also transmits values. Usually each newspaper will have its own values stated in their mission and vision as well as in their reporting guides. However there are a series of values that they all can share, like the ones from UNESCO's Earth Chart as mentioned in the methodology's category description.

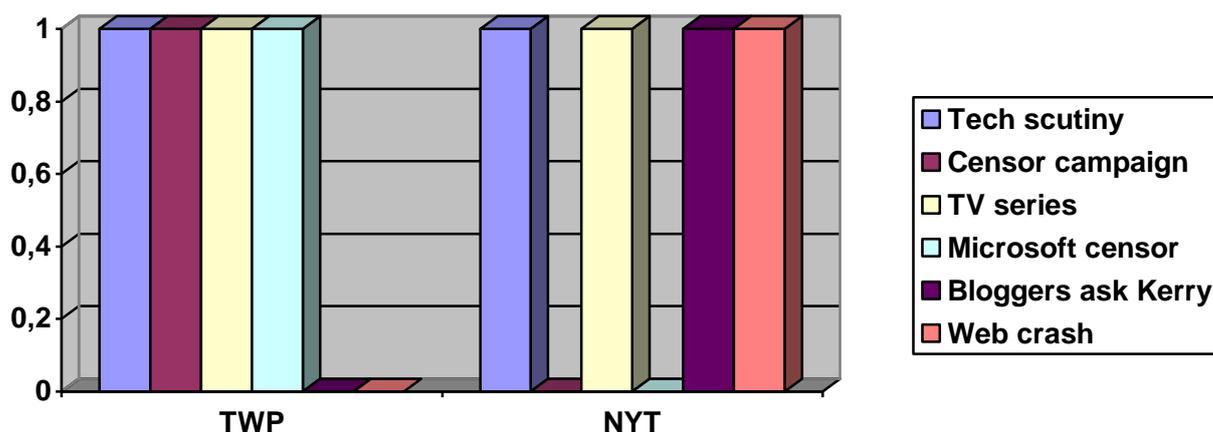


As the graphic show, values like freedom of expression (integrated with democracy) and integrity are shown in positive lights whilst social and economic justice has a majority of neutral points of view. Only one article from *La Vanguardia* seemed like it didn't transmit any value and so it entered into the "no" category.

7.2 American media: Results

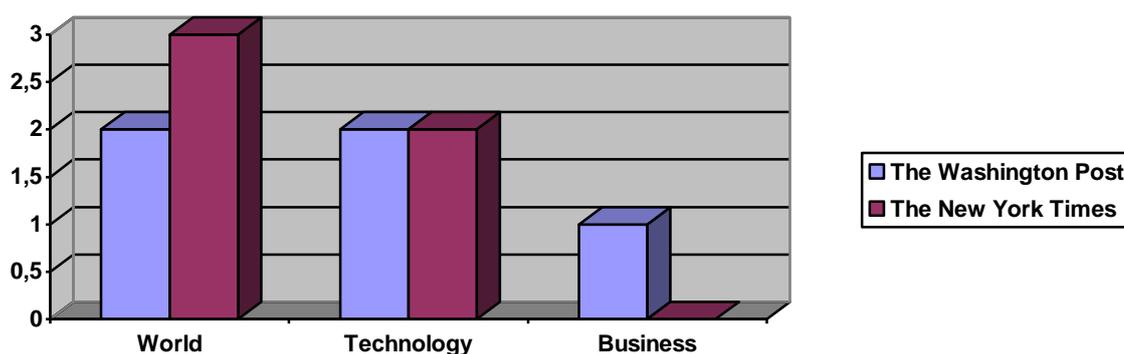
IDENTIFICATION

As mentioned at the beginning of the results of Spanish media, it was expected that since during the period between January 2014 and May 2014 there weren't many articles about the Chinese online censorship, that the themes would be very similar between media. However that was not the case and, even though they do show similarities, there are also some differences and a wider range of topics. Both *The New York Times* and *The Washington Post* published articles about increase on the scrutiny of Internet technologies in China as retaliation towards the U.S and the banning of the series 'The Big Bang Theory' and 'The Good Wife'. Further than that, both newspapers cover a wide range of themes within the same topic, the Chinese online censorship.



On the other side it is also important to pay attention to the length of the articles. While *The Washington Post* doesn't seem to have a pattern, since the closest articles in lines are 50 and 67 respectively, *The New York Times* seems to be the newspaper with the longest articles studies so far in this report, one of them of about 142 lines. The one with the least lines is from *The Washington Post* with 36 lines. The longest article is about the banning of the streaming of some American TV series, which show the importance the newspaper gives to the news compared to the *Post* whose article is only 50 lines on the same topic.

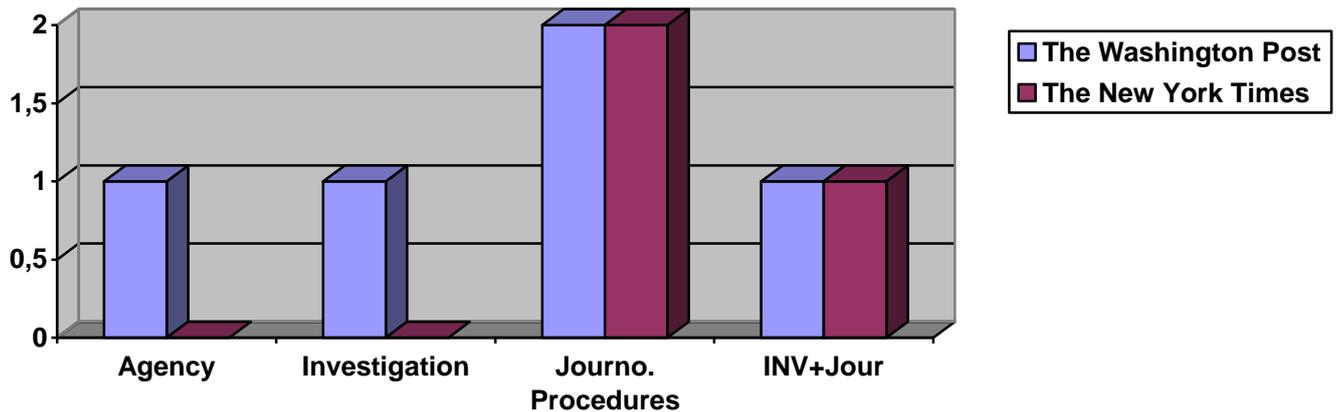
Until the moment it seems there is not a determined pattern in common for how American media decide on the topics and their length. However, we might shine a bit of light on this topic with the classification of the articles in the newspapers sections.



In the graphic there seems to be more articles than what have actually been analysed, but it has to be taken into account that the American media have other sections within the sections, therefore, the article that was posted in the Business section also has a Technology subsection within *The Washington Post*. The same happens with *The New York Times*, since one of the articles is from the International/World section but it is

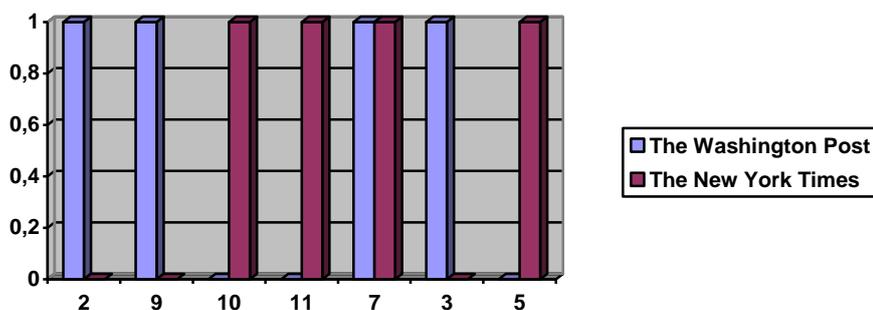
also in the Technology subsection. This new classification gives the articles a new dimension too. On the other side, it is clear that the majority of the reports related to this topic are under the International/World section, usually within the subsection of Asia & Pacific.

ORIGIN OF THE INFORMATION



As it can be observed in the graphic above, the origin of the information in American media, related to the Chinese Internet censorship, is mainly from the newspaper itself. The use of agencies is minimum since they have their own correspondents on site or have people who collaborate with them there. *The New York Times* and *The Washington Post* are two mainstream newspapers which still have the economic capacity to have correspondents all over the world, and even though they have the difficulty of obtaining visas in some countries like China, most of the information they publish will come from their own investigations or from journalistic production routines, or even a combination of both.

NATURE OF THE SOURCES AND MAIN CHARACTERS



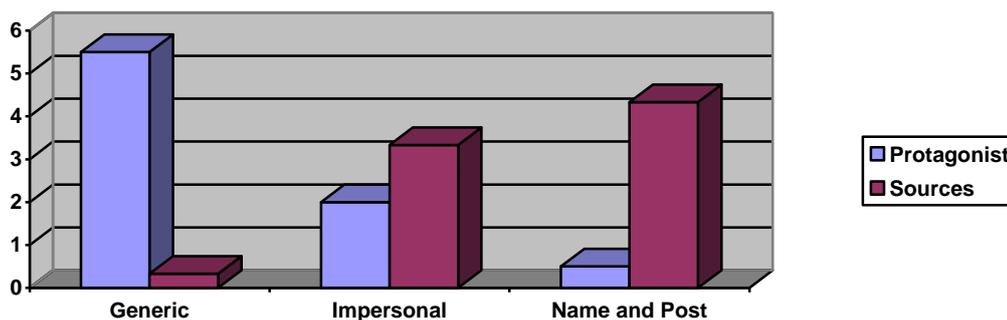
When it comes to the nature of the

sources, most of the articles have both direct and indirect sources. One of the interesting

points is that usually, reports related to the topic of media and Internet censorship in China don't tend to write the sources of information in the title, they use more generic names like China and the U.S. there. However *The New York Times* has one article in which the main source of information is presented in the title, in this case the U.S. State Secretary, John Kerry. The number of sources in American articles vary a lot from one another though they seem to have a tendency to mention more sources than Spanish media. As the table shows, most of the articles range near the 10 sources or the 7 sources, with the anomalies of the 2 and 3 sources from *The Washington Post*.

Another interesting point to take into account is the fact that, like in Spanish media, American articles seem to use more organizations and males as sources than women. They use both objective and subjective sources to complement the information.

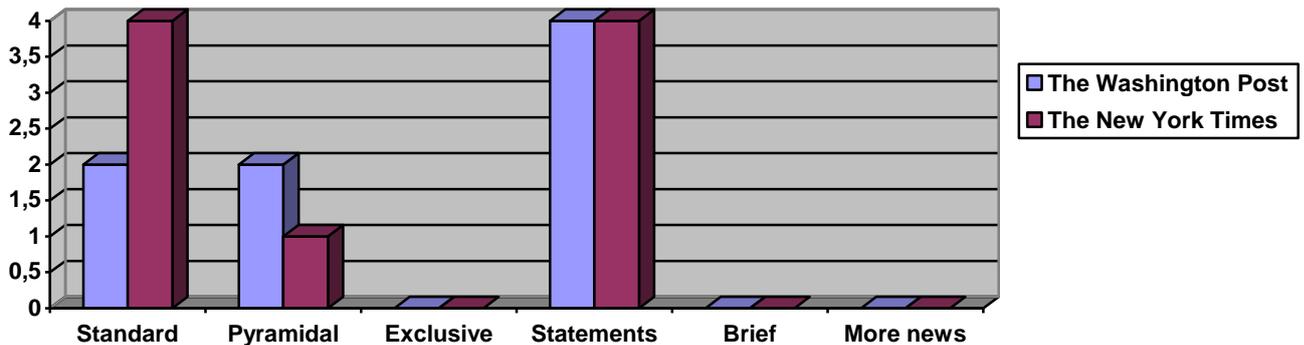
INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD



As mentioned in the last category, usually the protagonist of news related to the censorship of the Internet in China tend to be generic, meaning that they usually use China or the U.S as protagonists of the information, referring to their governments. There is also a small percentage of articles that use impersonal names to refer to the protagonist, mainly directly referring to the Chinese government for example, being more accurate. Also *The New York Times* has the small difference that one of its articles does refer to the protagonist by his surname, though not by his post. On the other side, American articles tend to use more personal sources, with names and posts to refer to, more even than impersonal sources like agencies or other types of companies and organizations, even the governments. If they refer to a government, they will usually mention the spokesperson as the source instead of generalising with an impersonal term. It is also important to observe that it is common to see off the record sources in these articles and some "anonymous" ones. The first are people who made statements and

became sources for the article but who don't want to appear in it by name since they didn't have permission from the regime and are afraid of the retributions, the second are people from micro-blogging sites or web comments who they conserve their anonymity in the newspaper or function under a pseudonym.

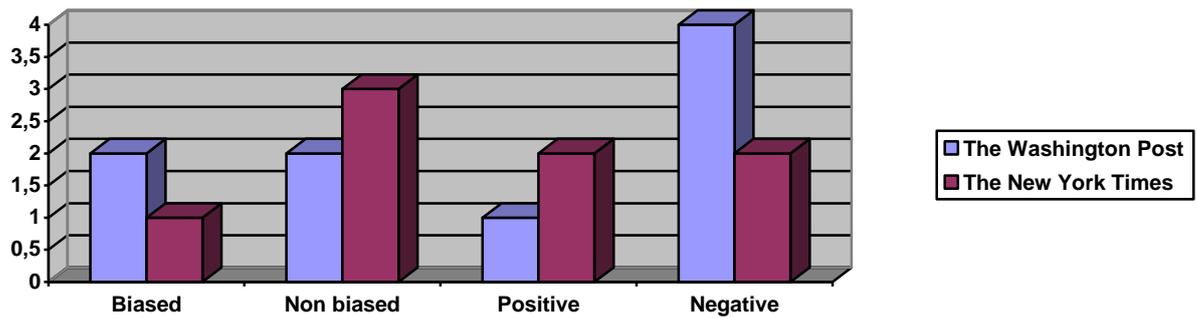
INFORMATION STRUCTURE



The American media seem to have a pattern to the structure when it comes to publishing articles about Chinese online censorship. All of the articles have statements and the majority of them are written with a standard news structure. Not many of them have pyramidal structure even in exclusively online posts. There are also some differences though, since some of the articles didn't have a specifically news structure but were more opinionated even when they still had the aim to inform people on the matter, so they are not into the standard news structure category. On the other side, it is also important to consider that some of the information that is published in the online versions of the papers, they also end up in the print versions, like two of the articles from *The New York Times*. This fact makes even more natural that the structure of most of the articles is the standardized one for news.

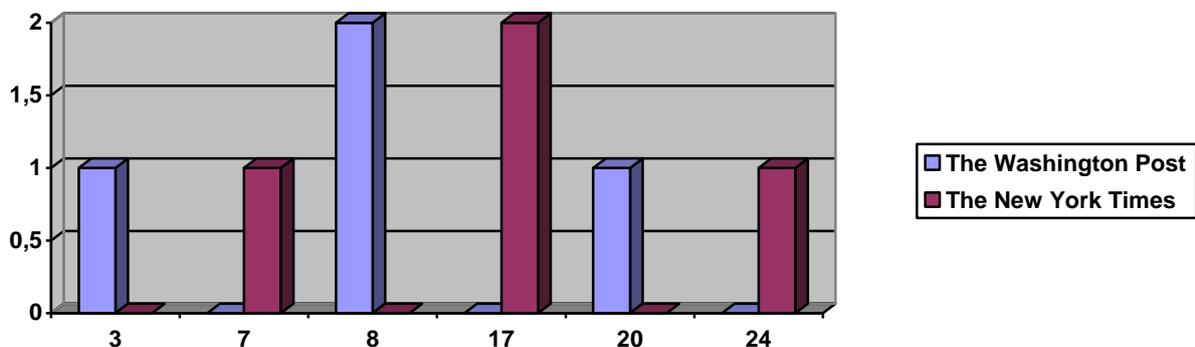
CONTENT'S TREATMENT

As mentioned before, the American media seems to publish and post more news of their own than from agencies since they have more access to correspondents and collaborators around the world. However, more information of one's own production can also be more opinionated, as we can see in the graphic below.



Only one of the articles from *The Washington Post* seems opinionated enough to be an opinion article more than an informative one, since it directly transmits the opinions of the writer. However the other articles which are biased are more discreet about it using the extension of the articles, the statements and not giving more views on the topic so as to transmit a certain intention with the article. An example would be *The New York Time's* article "China plans security checks for tech firms after U.S indictments". In this case, the news not only reflect the decision from the Chinese as a retaliation against U.S. government but it also omits the version of the Chinese government and businesses (that *The Washington Post* does express) in which they express the benefit it will be for mainland companies to develop their own technology so as not to depend on other countries. The article only reflects the risks of China doing so and how detrimental it will be for U.S. companies. Even though some of the American articles are biased in this way, they don't tend to show the authors opinion and are usually non biased on this topic. Also they tend to highlight the negative aspects of the news more than the positive ones.

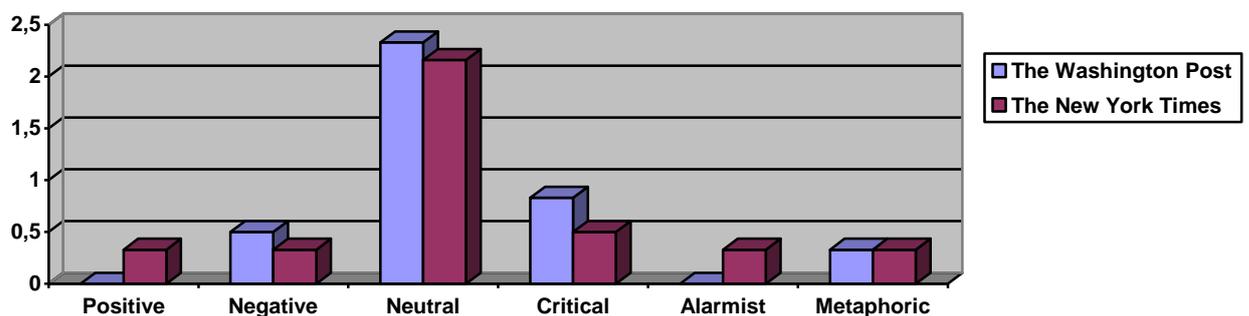
On the other side it is also interesting to look at the number of direct statements lines present in these news. On average they have more direct statements than the Spanish



media on the topic, the graphic above shows the data collected.

APPROACH

As seen on the last category, the American media tends to be a bit more biased when it comes to topics related to the Chinese online censorship since in some of the news it affects them directly, for example on the decision of a stricter screening of U.S information technologies, the censorship of U.S media like *The New York Times* and the negative to concede visas to American journalists.



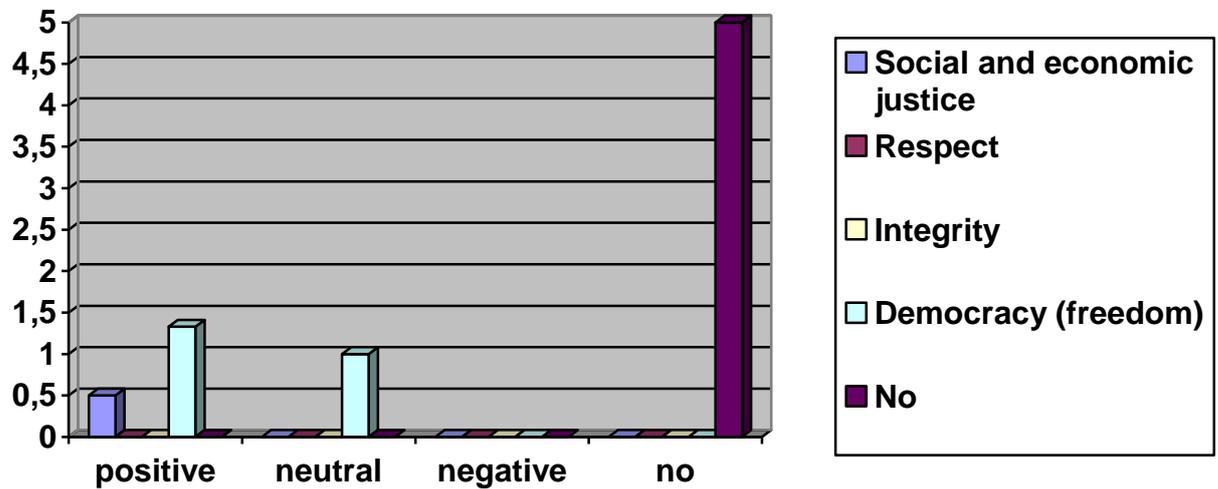
American media also have a wider range of approaching the online censorship news, most of them in a neutral tone and way to express the information, since the aim is mainly to transmit information. Nevertheless there are also other approaches that, though less common, are also used in more or less measure in the articles, for example a critical one or a negative one for certain news, or positive approaches for others. There is also the fact that they can be alarmist, like in the case of the article on the technological scrutiny from China in *The New York Times*, since it highlights the negative facts to the point in which it seems business with China will become so much more difficult as well that it becoming a risk since China could be able to find out how to make the systems and technologies from occidental countries.

INFORMATIVE UNBALANCE

There is not an informative unbalance understood as hidden advertisements and propaganda. The news aim to transmit information, they don't try to publicise some product or ideology. Furthermore when reading a newspaper, one usually chooses a paper which writes according to his/her own ideology, so there would be no point in adding any subliminal messages in the news. The articles are not morbid, even less coming from some of the most reputable newspapers in the world.

VALUES

As mentioned before, the media have certain ideologies and with them values that they transmit to the audience through the articles. There are some though which can be globally accepted in occident.



Since most of the news published by the American media are not biased, it is difficult to say if they try to transmit some kind of values. It is even more difficult than with Spanish media since the way they write the articles is slightly different. However it can be observed that mostly the values they tend to transmit are the ones of democracy and freedom of expression in positive and neutral lights, and the social and economic justice in less numbers.

8. The Google case

8.1 Context:

The giant of informatics Google didn't begin its venture in China in 2006. For some years it had already begun testing the waters, creating a version of its global search engine, still connected to the one in California, in Chinese so that people from the mainland could have access to it (Lee, Liu, & Li, 2013: 13). Google didn't censor its content; hence, it was the work of the Chinese Great Firewall to block any pages that would be deemed inappropriate for the regime. That fact caused multiple crashes of the web when it got completely blocked in some cases, and an important lag in their services, becoming much slower than what the company would have liked. Moreover, Baidu, the company's local competitor, began to grow rapidly at its expense in a market which "according to Google's 2006 projections [...] was expected to grow from 105 million users to 250 million users by 2010" (Wilson et al. 2006: 6). All this circumstances, especially the prospective of a more competitive environment in China brought Google to start negotiations with the Chinese government with the aim to obtain a license to start working from within the country.

In January 2006, Google announced the launch of a specific search engine for China with the domain Google.cn. The engine would be in Chinese characters and would allow access to most of the company's services. The news came with a great polemic, since to be able to work in China Google had to comply with the country's policies, in which it was stated that it had to censor sites that could damage the country in any way. The move was considered by the critics against what Google stated was its mission and against the company's motto: "Don't Be Evil". To the media and institutions critics, "the company admitted that its self-censorship 'runs counter to Google's most basic values and commitments'" (Lee et al. 2013: 10), however the Google senior policy counsel, Andrew McLaughlin, justified their move by stating that: "While removing search results is inconsistent with Google's mission, providing no information (or a heavily degraded user experience that amounts to no information) is more inconsistent with our mission" (Wilson et al. 2006: 2). Google also took some actions to minimize the impact of the measures applied to be able to enter the Chinese market, which were: warning that there were pages censored in the search results due to the country's

policies and regulations and not offering both e-mail and blog services, to protect the data of the users.

During the next four years, Google worked in China in a context of an Internet more and more controlled everyday, especially in benefit of local companies like Baidu. Some other services from the giant of informatics were blocked permanently, like Youtube. Finally on December 2009 a major hacker attack to Google and other American companies, originating from China, finally triggered their decision to question their relations with the country and to stop censoring their content. When the news hit, those critics of Google's behaviour welcomed the news that put the Chinese censorship in the spotlight. The conflict continued until March 2010 when Google closed Google.cn and redirected Chinese users to their non-censored Hong Kong page.

Ouyang (n.d.: 5) explains the situation very accurately:

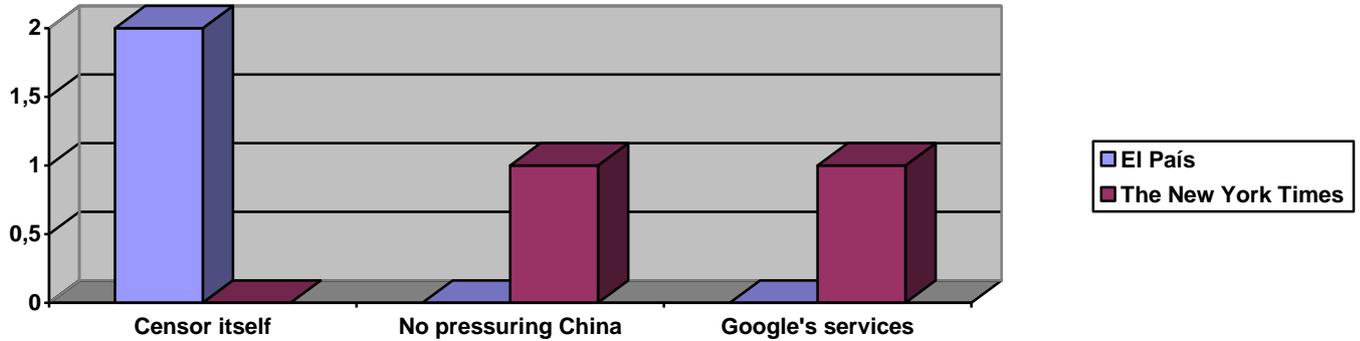
“China and United States take contrary positions in foreign policy when dealing with Sino-American relations on the utilitarianism vs. idealism spectrum: conflicts are more likely to occur when China takes a utilitarianism position (which emphasizes economic interests) while United States takes an idealism position (which emphasizes human-rights-based moral standards)”

To better understand the point of view from Western countries towards online censorship in China and companies that accept those policies to be able to enter the market, I proceed to analyse Spanish and American articles from January 2006 and from January 2010 to March 2010, in particular from *El País* and *The New York Times*. There is a need to specify that, since I was unable to find more articles from January 2006 from *The New York Times*, I use a related article from April of the same year, as to match the number of articles from Spanish and American media. The articles were analysed using the table specified in the methodology and now I will proceed to explain the results of these findings.

8.2 The Google case: Results

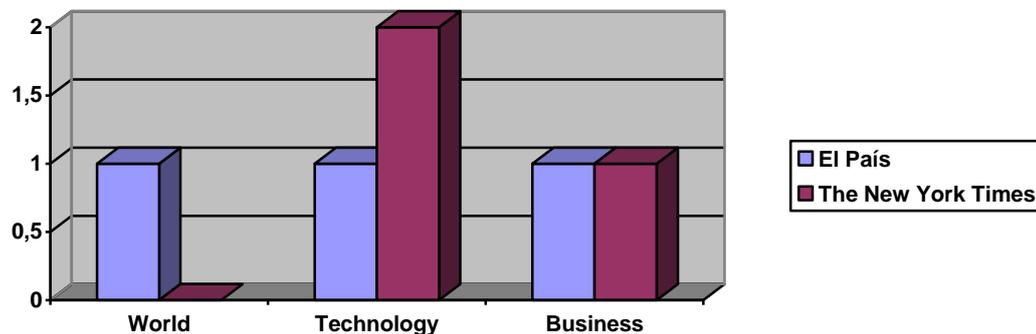
2006

IDENTIFICATION



The news articles analysed from the period of January 2006 signals towards certain similarities, since *El País* considered, writing two articles about the same topic, the selfcensorship Google began applying to its search engine of importance, whilst *The New York Times*, even though it seems it has a wider range of topics, one of the two articles is very closely related to the fact that Google began censoring itself. They give then, in general, big importance to the fact that a company like Google began those kind of activities out of what they claimed was their mission. In 2006, it seems *El País* gave a bigger importance to the fact than *The New York Times*, given the fact that the number of lines from their articles are very different. Whilst the first one has between 90 and 100 lines for each article, the second one only has from 50 to 70.

The sections the news were published and/or posted are also the same:



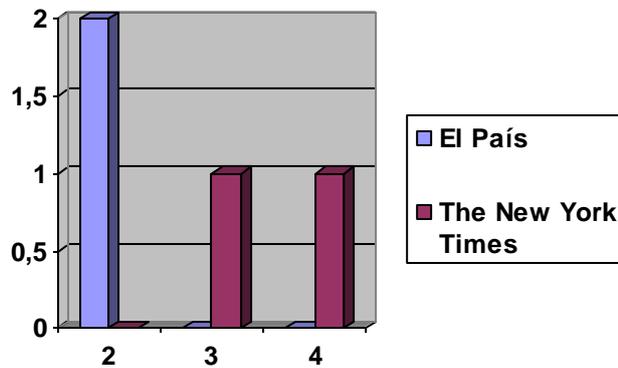
Most of the articles were in the technology section of the newspapers, some of them a technological subsection within the business section. This classification then doesn't vary much from what we can usually find with news about Chinese online censorship in general, as we could see in the study case before.

ORIGIN OF THE INFORMATION

The origin of the information doesn't vary much either from regular articles, most of the information generates from the journalist's production routines. They are not generated from an investigation because the media doesn't really discover anything new from new data, or archives, but repeats similar information in all their articles with different sources, especially sources from the protagonists of the information, which are Google and the Chinese government.

NATURE OF THE SOURCES AND MAIN CHARACTERS

The sources from the articles are both direct and indirect, coming from people they



interviewed directly or statements and information they got through other sources, for example agencies like Reuters, Associated Press and the Chinese Xinhua. They are also very close in number of sources that range from 2 to 4, even though that given the length of the articles maybe there should be more sources. None of them had the Chinese

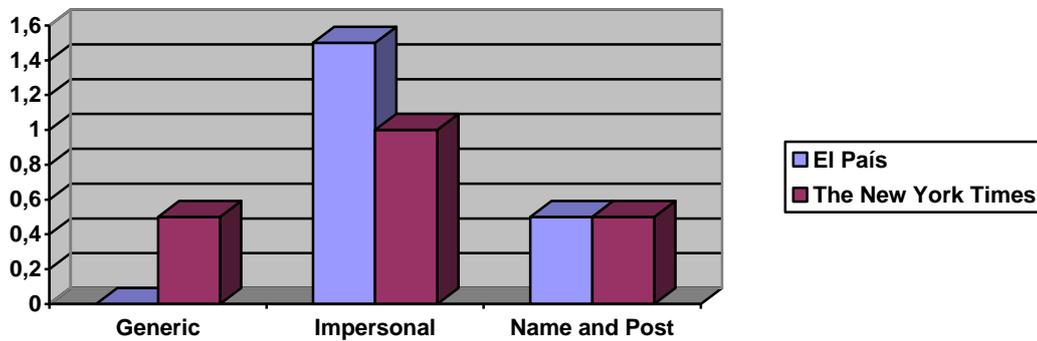
government as a source, or any other government or governmental institution. By the topics chosen and the number of sources as well as the fact that none of them come from China's authorities on the matter, one can guess that either they were interested in only showing two points of view, that is Google's and the critics.

It is also interesting to see the genre of the sources that provided the information, most of them are either males or in the category of "others", meaning organizations, companies and agencies to mention some of them.

INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD

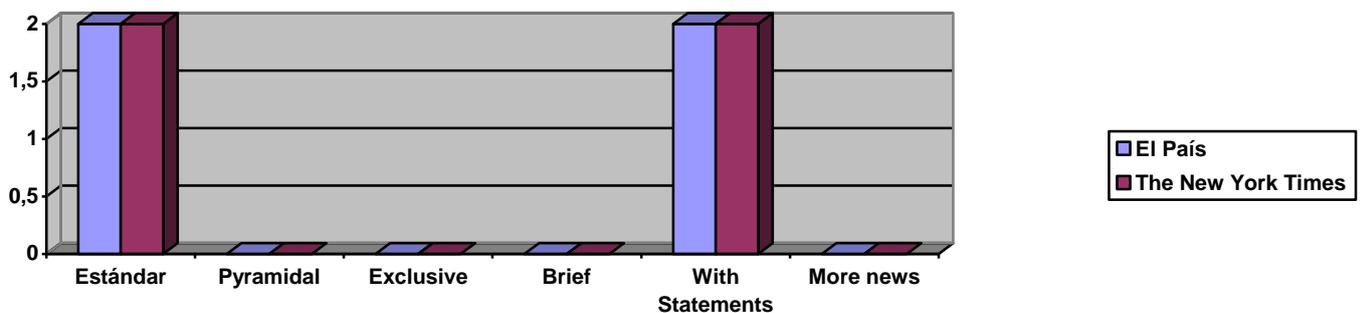
From all of the articles analysed from 2006, only one of them mentions the protagonist of the information of the title. In *The New York Times* they refer to "Google's chief" in the title. It is both a protagonist and a source for the content of the article. The others

don't appear in the title but use general terms referring to the company or to the Chinese government, for example China and Google without mentioning a person in particular.

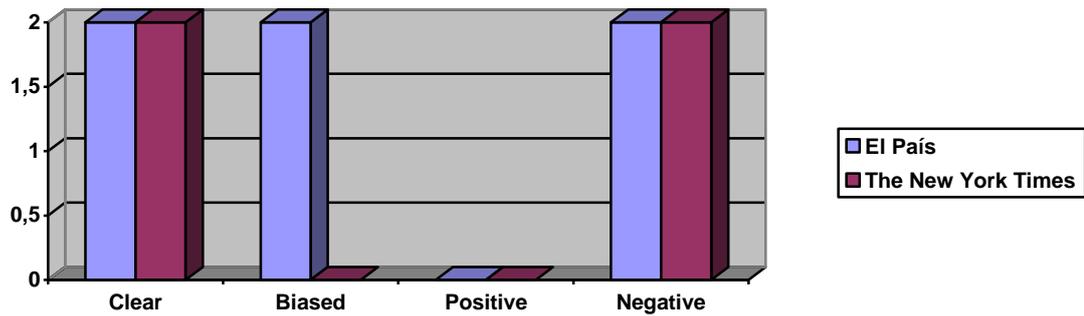


As it can be observed in the graphic, most of the sources are impersonal, instead of referring to a certain person they refer to agencies and organizations or to a citizen, user or “critics”. On second place we can see that the naming of the sources is also balanced in between Spanish and American publications. What is also very interesting to point out is the tendency to also add sources without a clear identification, talking about Internet experts, without saying who they are, and also “critics”.

INFORMATION STRUCTURE



The information structure from 2006's articles is exactly the same in all of them, they are in a standard news format. Furthermore there aren't any differences between Spanish and American media in this case, even though the way of writing the articles and the languages are different they still have similar structures. There's no pyramidal structure, since most of the articles were for the print versions of the newspapers, they are not exclusive articles, and they don't add extra information and news either. All of them rely on statements to build the story.

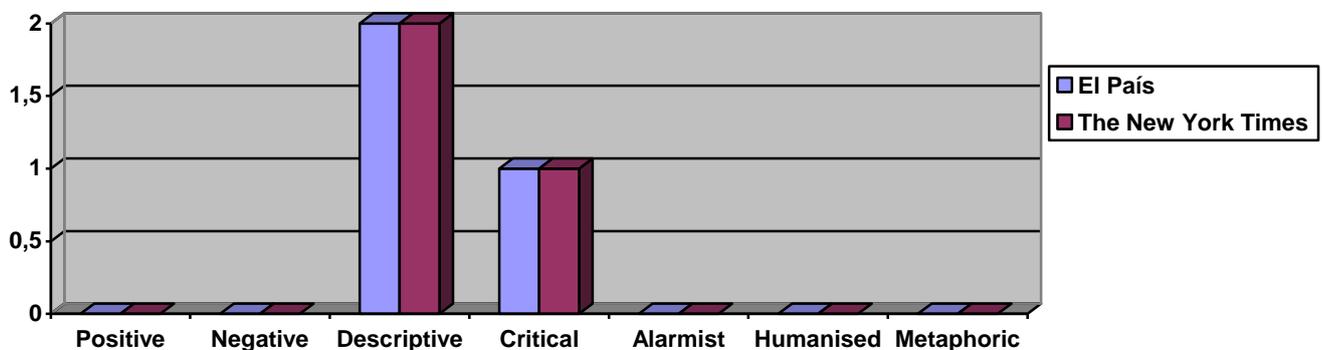


CONTENT'S TREATMENT

As it can be seen in the graphic above, half of the articles analysed are somewhat biased. In the *El País* case, it happens with both articles, since they extend their information with unnecessary facts emphasising certain quotes, or choosing them saying in Google are being hypocrites as a title. There's one in particular in which the last paragraph is purely criticism towards their actions. The other article also criticises Google's behaviour. However, it is not so much that *The New York Times* has isn't critic against their actions, but that it isn't so noticeable in the cases studied. Another matter to take into account while considering the content's treatment is the number of statements in each article. Even though as seen before, the articles from 2006 don't have many sources, they do have a lot of statements. *El País* in particular has 11 and 10 lines of direct statements without counting the indirect ones. Even though the newspapers articles are the longest from the two studied in this case, there are still too many statements for the number of sources that they use.

APPROACH

The most usual approach as seen in the analysis of the articles, in both Spanish and American media, is descriptive. However, as descriptive in this case we don't mean



neutral, but with the aim to inform as best as possible the readers giving them the maximum of information possible to understand the situation. The problem comes when

there is a biased approach, as we can observe from at least two of the four articles. Critics towards Google are very clear in the language and the sources chosen for those articles, hence the critical approach. On the other side though, it has to be considered again the fact that people read newspapers that actually adapt to their ideologies and values, so the newspaper will usually represent the point of view that its users would usually agree with and help build their opinion on the topic.

INFORMATIVE UNBALANCE

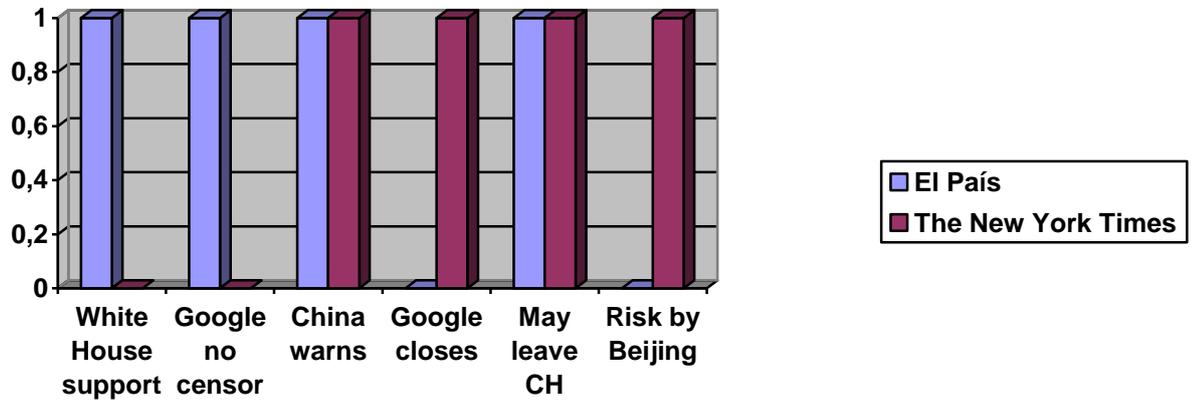
In general none of the articles analysed until the moment have any linguistic or content trait that would make one believe that it is written with the intention of publicising something or spreading propaganda on a certain topic. Even though the articles are critic, the reporters never state their own opinion on the matter, they do it through sources, and they never seem to try to convince others on those opinions. Hence, there aren't any subliminal messages and the information hasn't been tampered with a particular purpose.

VALUES

Since the articles from *The New York Times* aren't particularly biased, they limit themselves to transmit the information in the most neutral way possible for a reporter, and so, it would likely not transmit any value. On the other side, the articles in *El País* are slightly biased, a fact that means that they are transmitting some kind of value as a base to argument the critics made to Google, even if they are on the mouths of the sources. Both articles from this newspaper try to transmit the value of integrity through the critics towards the company's activities in China, they highlight the negativeness of that "lack of integrity" the giant of informatics is showing as well as expressing the importance of this value, more accurately, in Western culture.

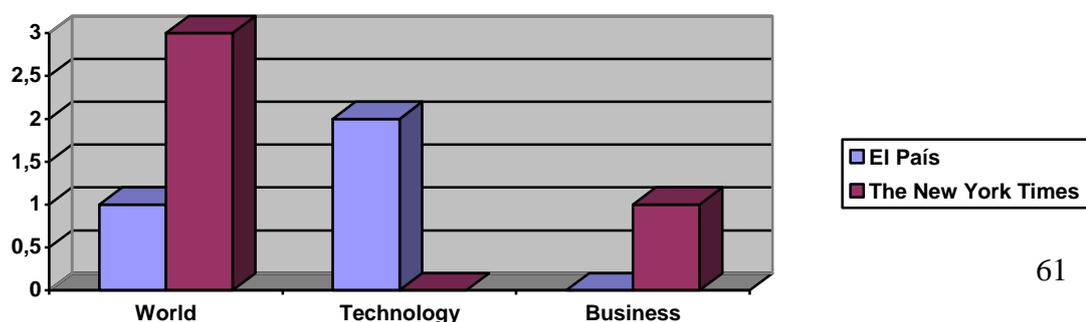
2010

IDENTIFICATION



During 2010 the differences between Google and China finally exploded to the point where Google closed its search engine in China to redirect all of its services to Hong Kong. This polemic during three months shone light to the censorship case lived in China, giving to it much more attention than it had had before. The topics then in both Spanish and American media were very similar but with different approaches. Some added a political background to them, like the articles from *El País* which talks about the White House giving support to Google on its opposition to the Chinese regime, also others centred on the reactions in China and even analysis of the situation that Beijing would be in. The topics already show a more opinionated type of articles themselves. The numbers of lines for article are also much longer, which symbolises the importance given by the newspapers to this topic. The shortest article is from *The New York Times* at 69 lines and the longest from *El País* with 150 lines. Again the sections in which the articles were published are the same in both newspapers.

However it can also be observed that *The New York Times* might give a bigger importance on the politicised and ideological part of the polemic by putting most of the articles in the International/World section while *El País* is more technologically focused



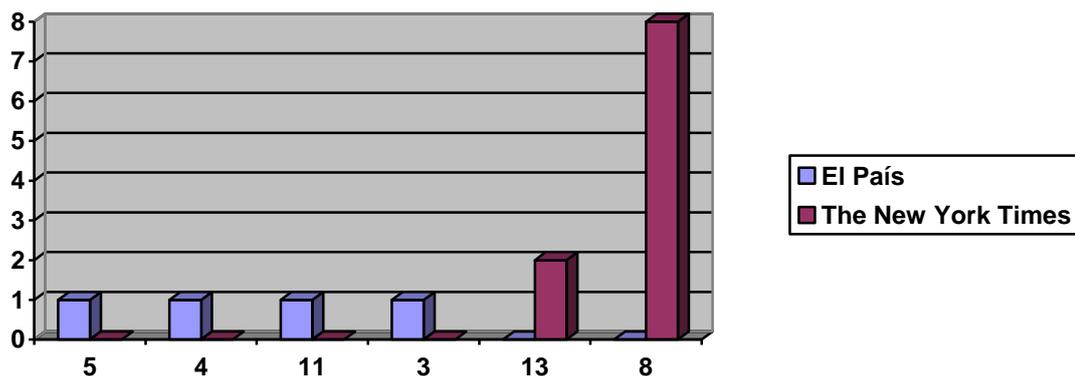
in this case. It is also important to remember that in paper, usually the International section is one of the parts that come first in the newspaper, which also gives a lot of information about the importance Spanish and American media gave to the news. Whilst Spanish media do give importance to it, it is more likely to consider it secondary news than an American paper.

ORIGIN OF THE INFORMATION

The origin of the information is exactly the same as the articles from 2006. The journalist's production routines are where the information comes from generally, not from an investigation, but from the gathering of sources and data. All the articles repeat similar information, specially when giving some context, the articles from the same newspaper will be almost identical on those paragraphs, so it can be guessed that they use these production routines to find and report the information in both Spanish and American cases, when talking about Chinese censorship.

NATURE OF THE SOURCES AND MAIN CHARACTERS

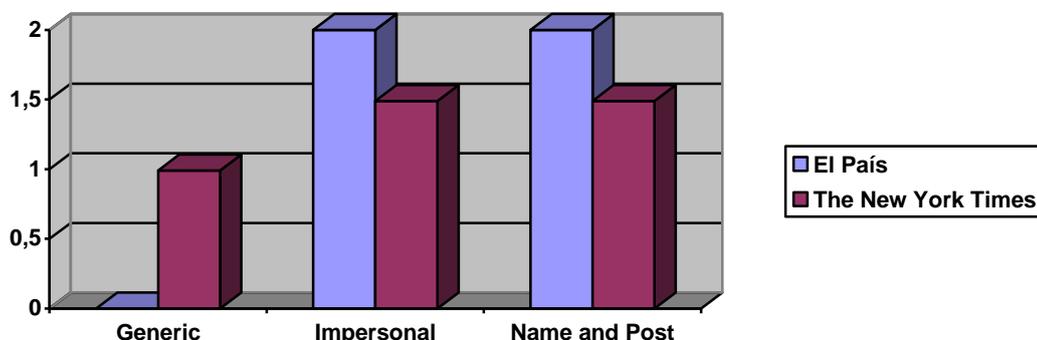
There are two big differences between *El País* and *The New York Times* in this part of the study.



The graphic above represents the number of sources from the articles from each newspaper. It is important to point out that *The New York Times* uses in this case a wider variety of sources, another fact that signals the importance given by the paper to this topic. On the other side *El País* doesn't use as many sources, even though their origin are similar. All the articles have governmental sources as well as professional ones either from companies or experts on the matter. Another point to highlight is the genre of this sources. While *El País* continues in the same line as all the other articles analysed until the moment in which most of the sources are either male or in the category of "others" in which there are companies, institutions, governments, impersonal sources, etc, *The New York Times* shows a wider variety of genres, including for the first time in this study female sources, experts and spokespersons.

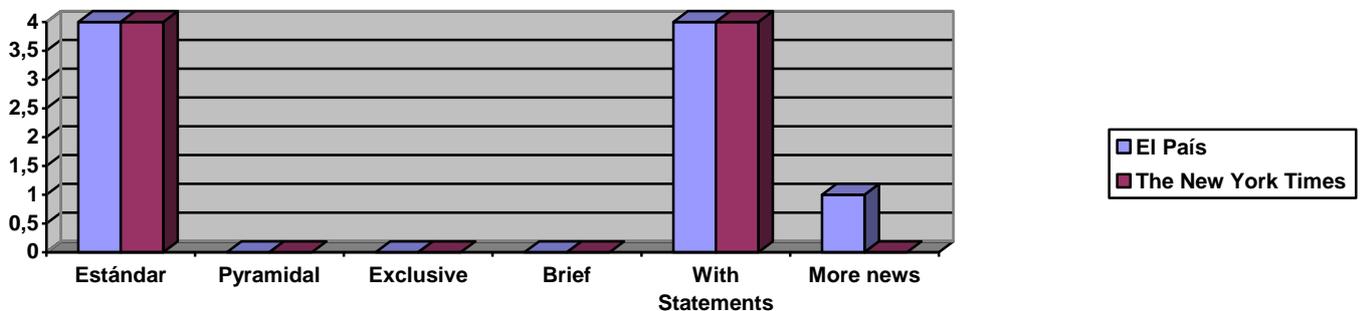
INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD

The protagonists of the information are mostly impersonal, them being the Chinese government, the White House, or Google. On the other side, as it can be observed on the graphic below there is a wide variety of types of sources in the articles with only one difference. Since *The New York Times* uses more sources than *El País* it is normal then to see they also have generic sources whilst the other doesn't. It is also important to highlight the fact that most of the articles, on 5 from the 8 analysed, there are sources without identification, mainly those which are referred as generic, since they refer to "experts", "critics" or "people" without mentioning who they are, where they are from or of what they are experts.



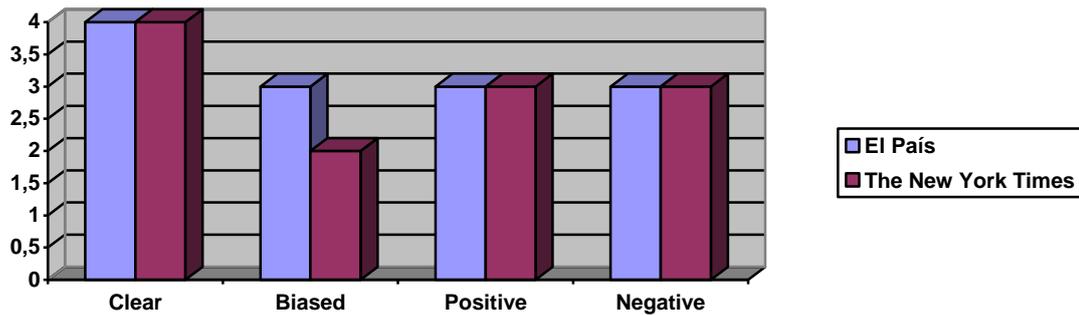
INFORMATION STRUCTURE

Structurally wise, news from both years, 2006 and 2010, and both media referring to the Google versus China polemic are mainly standard, without the use of pyramidal structure. They are no exclusives since they don't come from an investigation from the journalists and they are too long to be briefs. Moreover, as we've seen before, all the articles have statements. There is only one difference between the articles. In "Google deja de censurar sus búsquedas en China" from *El País* it can be observed that more news have been included, referring to Hilary Clintons statements, and about the Tiananmen happening as well as other words that until the moment were censored in the country. It also adds information about Honk Kong.



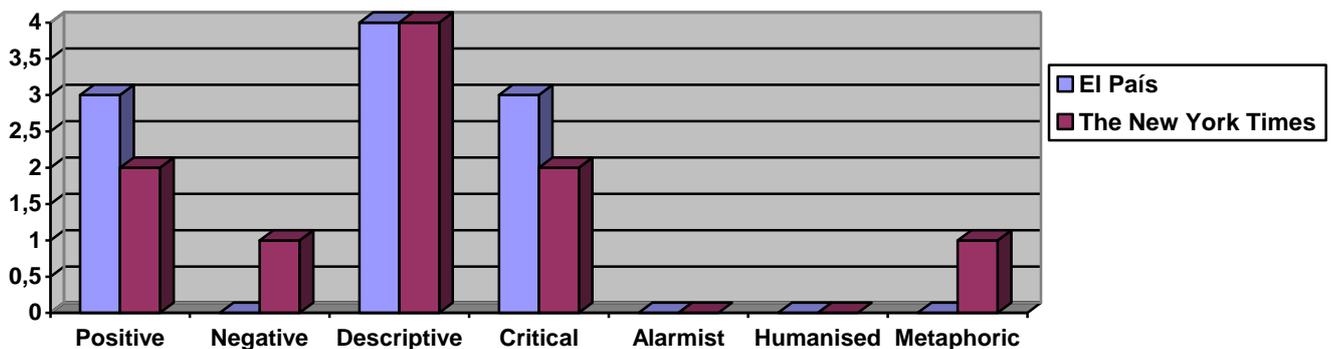
CONTENT'S TREATMENT

The polemic of China's censorship and the fact that the Google conflict brought to the news with force is very present in the content of the articles. The ode to Google for taking a stance against the censorship as well as the critics towards the Chinese government are very common in this articles, even though they are not made directly but through the sources. It is easily seen then that the majority of the articles for Spanish and American media on this topic are biased. It is also interesting to see that, sicne they have this double standard of acclaiming Google's decision at the same time that they are against China's policies and reactions, makes most of the articles have both positive and negative aspects highlighted about the news they talk about, as seen in the graphic below.



APPROACH

As mentioned before, the articles have a double standard in which they have a positive approach towards Google's separation with China and a negative one referring to China's censorship. That is the reason why there are both negative and positive



approaches in the two newspapers. Since they are mostly biased, they also have a critical approach transmitted through the statements and sources used. One of the articles in particular, from *The New York Times*, is very opinionated, the only one showing an exclusively negative approach in the article, about the risk it poses for Beijing, economically and for its reputation, the fact that Google leaves the country, which would assert a precedent and an indication for western companies that investing in China would be more problematic than actually beneficial for them.

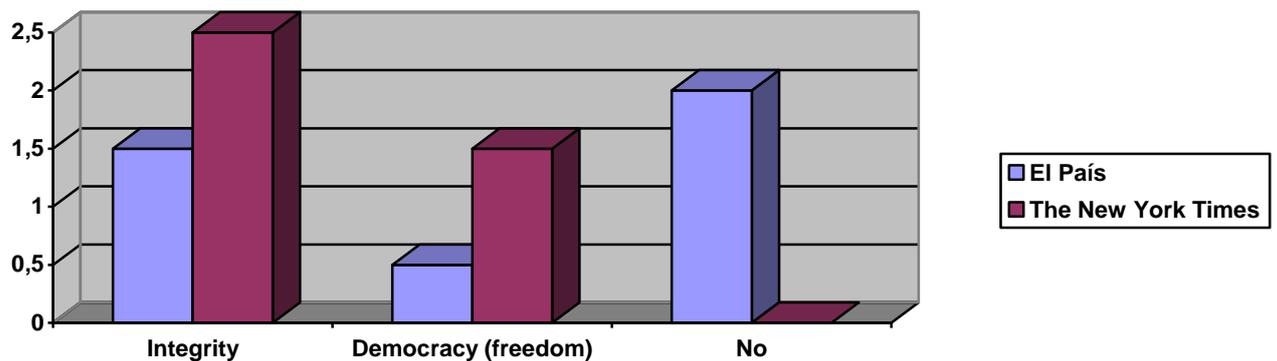
INFORMATIVE UNBALANCE

Even though the 2010 articles are more biased than the ones from 2006, there is no informative unbalance in the sense that the opinions presented are not hidden but

exposed by their reporting. Also, the journalists are guided by the objective to inform their reader on this topic and offer then an opinion they can also relate to, they don't use propaganda, nor subliminal messages or hidden advertising.

VALUES

The 2010 articles are the ones that, in both Spanish and American media, were written with the clearest values. Mainly the values of integrity and freedom of expression are the ones that appear.



As it can be observed in the graphic, *El País* has two articles that are presented without clear values and that maintain a more neutral approach. On the other side *The New York Times* presents values in all of the articles studies from 2010, related mainly to the ideology and values from western society.

9. Discussion group results: Chinese students talk about censorship in their homeland

Through the news analysed in the cases above, the western point of view towards the Great Firewall of China and the restrictions and censorship the government imposes to society through their policies are very clearly shown. However, the western outlook on this situation might not be the reality that is actually lived in China, since we tend to attribute our own values to those of another culture.

That is the main reason why it was interesting in the first place to make a group discussion with Chinese students currently residing in Barcelona, to be able to know their opinions on the matter and be able to reach more neutral or “objective” conclusions.

First of all it would be necessary to know how they became aware of that digital wall, since they are not measures that were publicised by the government before, even though it is general knowledge. The students admit that they didn't know until the blockage of pages they used to have access too, such as Youtube, Google and Facebook. However, even though they know of some of the pages that are blocked, they can't know of its content, one of the students said “I think they are politic documents. But we are not going to be able to know that”. The same way it happens with western countries, no one knows for sure what is censored and the reasons why it is done, however we do have some more knowledge of it through dissident pages like GreatFire.org.

They expressed that they, not only as individuals but also as a community of students, don't usually agree with the Chinese measures of control of the Internet. The difficulties they experience are practical ones, it is more difficult to communicate with people from abroad and search for documents for college related work, they say. But to what they give the most importance to, and have the most negative opinion on it, related to the Firewall, is the fact that they don't have access to information. They have no rights to access information from both foreign countries and different politic opinions within their own country. One of them explained that “for example, the terrorism case in China. There exist different voices but in our country we can only see or hear one version, the opinion of our government”.

Furthermore, the students admitted to have no knowledge of when they are being observed, but they expressed the general idea within China's population that the government “is always observing us”, a reference to the similarities of the Panopticon structure to the Chinese online censorship system. They also added an interesting idea

that it is mostly consciously ignored, or people doesn't have any knowledge about it in western countries. They said that they are observed but that "that happens in all countries over the world, not only in China".

If they have the constant knowledge of the possibility of being observed, does that make them freer? One of the students admits to have never thought of such a thing, however, that doesn't mean they feel like they have to be careful when they use the Internet. They admit to have a very normal use of it, similar to Spain, with the difference that there are pages that they cannot have access to and knowledge they can't get. However, there are ways to jump the wall, and most of them admitted to actually using them until the government blocks that method and they have to search for another one. They are not scared, they say. Some of them don't have any knowledge about the detentions being made on those who violate the Internet regulations but those that do said that it is mostly in a national background: "I think it happens with national censorship and not international one. When sexual materials are uploaded and so, that is what the police pay attention to. But if it is only to search information then they don't really do anything". It seems then that the Chinese authorities give some margin to the citizens to act outside of the Firewall as long as they don't do anything harmful. One of the students however had a point when she expressed that there is actually too many people who use this kind of methods do it would be counter-productive for the government to try to act against them all.

Obviously the information they post is still being scanned for any possible terms that should be banned but they can post comments against certain attitudes of the authorities without much fear of being detained, since the comments will be banned. However they would prefer not doing so, for their own security. For that kind of information they admitted that the best way to transmit it was the traditional mouth to mouth, much safer though not as easily received by that many people.

Being in Spain, the Chinese visitors use some of the sites that are blocked in China to communicate with their foreign schoolmates, like Facebook. Even though the use of this banned technologies doesn't affect their relationships with the people from China, because they continue using the same communication channel they used there to talk to them, they accept it is a pity that when they go back they will have to stop using them: "I think we will try to breach a bit of the wall to try and continue using them at first, but little by little we are going to stop using them."

It is not only the social media which is blocked in China, though, there's also foreign media and technologies being banned. The students all said to read foreign media while in China and not to detect much censorship on it. However they also accepted that finding the information is a matter of interest. One of the girls gave much importance to this fact asserted that "for most people it is the laziness what it stops them from getting to the information they want. The method to jump the wall is always there the problem is if you search for it or not".

When it comes to Google, the students analysed the fact that they use it much more in Spain than they did in China. Baidu gives them what they need faster and more accurately when it comes to information related to China and their college work, however, they said Google has the capacity to give them more general information about the world. Since Google.cn closed, all the student's searches have been redirected, like the ones from the rest of the population, to Hong Kong. The search engine is fast they said, however when they enter into their personal accounts, like Gmail, the service seems to lag terribly, which could indicate, by the statements of Google's chiefs reported in the articles studies, a sign that the system is scanning and censoring the sites. Another surprising fact was that, when asked if they thought it is ethic that foreign companies shed their mission and vision to accept Chinese censorship with the aim to enter the country's market. The all answered no. "If the government has done it the common people won't have many rights to complain about it", says one of the students. However, they said, what it really matters is that the limitation to the citizens isn't real in itself, that with the right motivation they could gain access and be informed. "Those who have the conscience to learn about things, to find out about them", they say.

"Everything is exaggerated" stated a student from the group. "The foreigners think that the situation in China is very bad, however, the truth is that, at the same time maybe it is better. Also there are some aspects that are exaggerated by foreign media and that they are actually not the truth. For example there was an article saying that in Beijing, because of the pollution, we used screens to see the sun and know if it was dawn or dusk, however that wasn't true and the photo of the sun they were showing the world was simply an advertisement".

10. Conclusion

After the analyses from the case studies done before, we can reach a series of conclusions aiming to answer the investigation questions that motivated this project.

In the first place, I'll answer to the first question which is the base for the answers to all the others: How do foreign media view the Great Firewall?

It is necessary to pay attention to the fact that the articles analysed are a minimum part of what is published in the media, since there are a lot of different newspapers. However the ones chosen are very mainstream in their own countries and so their views on the topic will probably reflect that of the society too.

The view of the media towards the Great Firewall is critic in general. Looking at the articles, from both case analysis, the majority of them have negative opinions and veiled (or not so veiled in some cases) criticism towards the Chinese government's policies. It has to be considered that what the authorities of this country do goes against every value that has been instilled in western society, which gives a lot of importance to freedom of expression, human rights, the right to be informed, etc. as it can be seen in the values category. Furthermore, we are speaking about a network that was traditionally created to be free of any type of control and which the people believe should maintain that status. Hence, articles about Chinese online censorship are biased but not intentionally, since they reflect the values of our society nowadays and that we share with different western countries.

On the other side, there are differences between the Spanish and the American media articles; another of the objectives was to identify them. The importance the media from both countries give to the topic of online censorship can be guessed from the results of the media case analysis. The articles from American media don't only have a wider range of themes under the same topic but they are longer and written with more sources, so the information will be more corroborated. There's also the factor of the origin of the information. Whilst American media is more centred in creating their own information's to publish, using their own correspondents and journalistic production resources to write their articles, the Spanish media uses much more agencies information on average than the first one. Nonetheless, the articles from Spanish media are less biased than the American ones, with the exception of the news about the

offshore accounts, since it was an investigation in which one of the newspapers from Spain participated and so it was given much more importance. Even though they use more sources, the choice of statements shows a slight biased approach from the American media in front of the standardised information originated by agencies in Spain. These circumstances could well be given by both the economical resources of the media and the importance they give to the news. Looking at the topics closely, the online censorship in China involves the U.S in one way or another, either affecting some of their TV productions, journalists, media, conflicts with the government and the business problems they could cause.

When it comes to the Google case, the point of view towards companies accepting to be censored is always negative, both American and Spanish media gave it the same importance in 2006 to Google accepting those policies. There was definitely a negative approach against a company shedding its ethic for an economic benefit. This also created a double standard, though, when in 2010 the media began doing an ode to Google for deciding to stop censoring itself in China, and abandoning a valuable place in the Chinese market. It is a contradiction then the fact that in 2006 it was a followed case but with less importance and only as something negative, with shorter articles for both American and Spanish media, while in 2010 the bombing of articles on this matter became much bigger. They weren't criticising one of the biggest informatics company in the world but praising it for its decision. The articles became then much longer, the criticism against the online censorship in China much more cutting, there appeared more sources.

Another sub-objective originating from the above is trying to find out if the view on Internet censorship is very different in China from the western point of view. The conclusion on this part is that it is. Outside of the obvious, that meaning the fact that it is the Chinese government the one which imposed those regulations and keeps maintaining them independently of foreign criticism, there's also the importance of the Chinese population's point of view. The students who participated in the group discussion gave their views on Internet censorship in China. Even though they don't agree with it, they resign themselves to something they consider inevitable and search for alternatives. If they are something, it is practical. They don't think about the rights that are possibly being violated or on how to change that fact but more into what they

can do to achieve their goal peacefully. It seems that, as long as they can live with certain freedom of movements, that meaning being able to jump the wall freely without repercussion, they won't really complain on what's happening in their country. On the other hand, foreign media is very critical of it, very certain that the Chinese people have the same thoughts, they spread their own ideology and values through their articles. They will be more or less correct, however it does seem that it is usually expected that everyone should have the same values as ours and sometimes it is difficult to stop imposing our own cultural traits onto others. The Chinese though against the censorship their point of view is mildly critical with a more practical approach.

The same can be attributed then to the ways the censorship has moulded their lives. They can do a perfectly normal life, have access to foreign news and services, though sometimes they will be blocked or censored. They do have a choice always on the net to try to jump the wall or just not care about it and don't try. The students themselves admitted that, even though they disagreed with Internet censorship, it didn't really affect their lives and that they simply had to have the right motivation to just find out the information that might be hidden at first sight in between the layers of censorship. They are aware of the probability of being observed and the fact that any of their actions could provoke a detention, nevertheless they are not afraid and simply refrain from doing what they know would cause problems. In any case, as I mentioned before, they seem practical type of people who are able to live with what they've got and get the most of it. In fact, one of the students said that maybe the situation was better than in other countries. I do agree, since the knowledge of the censorship gives them a limit that for most of the western world it is invisible, they know until where they can push it, they know that their information is going to be recorded anyways. Not that they are careful when using the Internet anyways.

What I have been able to see through the analysis of the two cases as well as the group discussion is the fact that western countries tend to try to continue imposing their point of view and many times they don't give different opinions that might represent the real situation that is lived in China. One of the students said it himself, expressing that the news in western countries are much more catastrophist than it really is. I believe that as media their role is to inform about all points of view, and even though they can transmit the values of our society and defend people's rights it should also be clear that every

country and situation is different and that what is needed is to open one's eyes to be able to show the reality of a country itself and not an unintentionally deformed image.

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Appendix 1

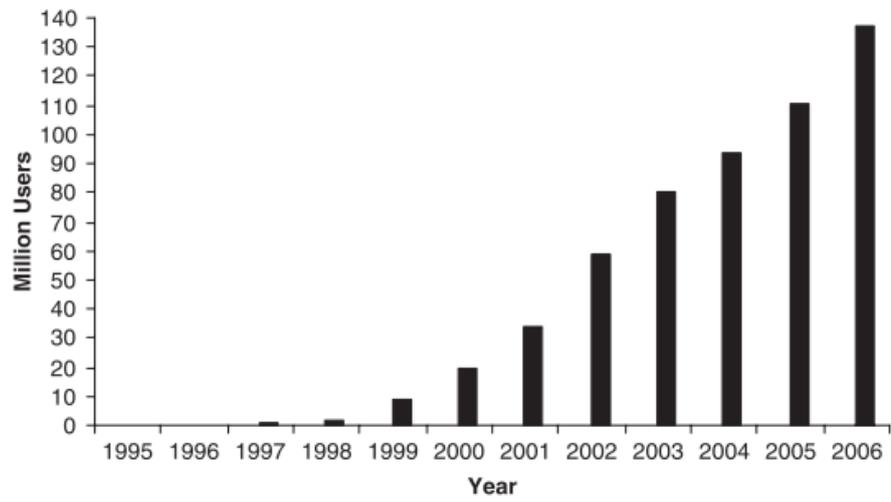


Fig. 4.2. Growth in number of Internet users, year end 1996–2006
Source: (Harwit, 2008: 89)

Appendix 2

HOW THE FIREWALL WORKS

In the time between a user entering a request in a browser and something showing up on the screen

4

things can go wrong:

1



DNS BLOCK

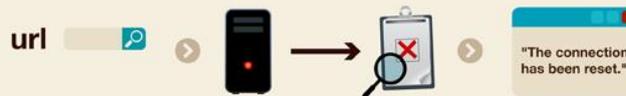


When you enter a URL, the DNS looks up the IP address. If the DNS is instructed to give back no address, the user can't reach the site.

2



CONNECT PHASE



Surveillance computers in China look over your request and check it with a list of forbidden IP addresses. If it is forbidden, the servers will interrupt the request.

3



URL KEYWORD BLOCK



Even if the URL is not on the blacklist, if any words in the requested URL contain forbidden terms, the connection will also be reset.

4



PAGE SCANNING



Users may experience a break in connection to the site for several minutes to as long as an hour.

Once you reach your requested site, the surveillance system scans the content of each page and judges them for acceptability.



Users who try hard enough and often enough to reach the wrong sites may be reported to the authorities.

Sources: rendezvous.blogs.nytimes.com | hrw.org | northwesternbusinessreview.org | en.wikipedia.org | guardian.co.uk | businessweek.com | en.greatfire.org | theatlantic.com

Information provided by: <http://www.backgroundcheck.org/>



You are free: to Share — to copy, distribute and transmit the work

Appendix 3

Media case Table of analysis:

La Vanguardia

1. IDENTIFICATION	
Name of the media:	La Vanguardia
Medium:	Print (X) Online ()
Date:	23 rd January 2014
Time of publication:	Morning paper
City:	Beijing
Coverage:	National (X) International ()
Title of the article:	China censura la información de las fortunas de su élite en paraísos fiscales (China censors the information on the offshore elite's fortunes)
Space it occupies (Lines):	A whole page, 114 lines without counting other related news information in the same page
Section:	(A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION	
*There can be multiple answers	
Public entities or organizations :	YES () _____ NO (X)
Private entities or organizations :	YES () _____ NO (X)
NGO's:	YES () _____ NO (X)
Political parties:	YES () _____ NO (X)
News resulting from investigative journalism from the media:	YES () NO (X)
News resulting from production routines:	YES () _____ NO (X)
News resulting from both investigation and production routines:	YES (X) The news come from the information published by the ICIJ and the media that participated in the investigation as well as information from the journalist himself (a correspondent in China) NO ()
Agencies:	YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS	
Are there any sources mentioned?	YES (X) Statements and data about offshore accounts NO ()
Direct source:	YES (X) Statements NO ()
Indirect source:	YES (X) ICIJ NO ()
The source is mentioned in the title:	YES () _____ NO (X)
Genre:	Male (X) Female () Others (X)
Number of sources that can be detected:	2
Professional sources:	YES (X) ICIJ NO ()
Governmental sources:	YES (X) Chinese Government NO ()
Objective sources:	YES (X) ICIJ NO ()
Subjective sources:	YES (X) Chinese Government NO ()
Private sources:	YES (X) NO ()
Public sources:	YES (X) NO ()
Sources from archives:	YES () _____ NO (X)
Institutional sources:	YES (X) ICIJ NO ()
Political parties sources:	YES (X) Chinese Communist Party NO ()
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD	
Complete identification:	YES (X) NO ()
Name and Post:	offshore protagonists: Wen Yunsong, Wen Ruchun, Deng Jiagui, businessmen/women and children of Chinese politicians who have offshore accounts.
Impersonal (for example: a citizen):	Censored Media
Generic (for example: thousands of demonstrators):	China
Complete identification of the sources:	YES (X) NO ()
Name:	Qing Gang
Post:	Foreign Affairs Ministry spokesperson in China
Impersonal (for example: a citizen):	ICIJ

Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES (X) ICIJ NO ()
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES (X) It also has information on the money in offshore accounts, a profile of some of the “red princes” and information about a trial to an anticorruption activist. NO ()
6. CONTENT’S TREATMENT
Subject of the article: The censorship to all articles and TV broadcasts that could publish or broadcast the information o the offshore accounts, and the offshore accounts case as well data on them and the statements from the Government.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) The beginning of the articles as well as the extra information’s, which are very visible. NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 9 lines
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) By the correspondent Iside Ambrós NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES (X) More information on the censorship, since it should be the main part of the article but it only occupies the two first paragraphs NO ()
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)

9. VALUES	
Is it a news article that transmits values? YES (X) NO ()	
Which ones? (according to UNESCO's Earth Charter)	
Respect and care towards people: YES () _____ NO ()	
Ecologic integrity: YES () NO ()	
Social and Economic justice: YES (X) Both NO ()	
Democracy, non-violence and peace: YES () _____ NO ()	
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral	

1. IDENTIFICATION	
Name of the media: La Vanguardia	
Medium: Print () Online (X)	
Date: 28 th April 2014	
Time of publication: 7:24h	
City: Beijing	
Coverage: National () International (X) Being online it can reach anywhere	
Title of the article: China censura 'The Big Bang Theory' y 'The Good Wife' (China censors 'The Big Bang Theory' and 'The Good Wife')	
Space it occupies (Lines): 40	
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()	

2. ORIGIN OF THE INFORMATION	
*There can be multiple answers	
Public entities or organizations : YES () _____ NO (X)	
Private entities or organizations : YES () _____ NO (X)	
ONG's: YES () _____ NO (X)	
Political parties: YES () _____ NO (X)	
News resulting from investigative journalism from the media: YES () NO (X)	
News resulting from production routines: YES () _____ NO (X)	
News resulting from both investigation and production routines: YES () _____ NO (X)	
Agencies: YES (X) EFE NO ()	

3. NATURE OF THE SOURCES AND MAIN CHARACTERS	
Are there any sources mentioned? YES (X) _____ NO ()	
Direct source: YES (X) EFE NO ()	
Indirect source: YES (X) A Sohu representative through EFE and Weibo users NO ()	
The source is mentioned in the title: YES () _____ NO (X)	
Genre: Male () Female () Others (X)	
Number of sources that can be detected: 6	
Professional sources: YES (X) _____ NO ()	
Governmental sources: YES () _____ NO (X)	
Objective sources: YES (X) _____ NO ()	
Subjective sources: YES (X) Weibo comments NO ()	
Private sources: YES (X) _____ NO ()	
Public sources: YES (X) _____ NO ()	
Sources from archives: YES () _____ NO (X)	
Institutional sources: YES (X) state press NO ()	
Political parties sources: YES (X) _____ NO ()	

4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD	
Complete identification: YES (X) NO ()	
Name and Post:	

Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES () NO (X)
Name:
Post:
Impersonal (for example: a citizen): users
Generic (for example: thousands of demonstrators).
Off the record: YES () NO ()
Partial Off the Record (for example: sources form the government): YES (X) Users under a pseudonym and the representative of Sohu NO ()
Statements or sources without identification: YES (X) user NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: The censorship of American TV series, the position of the government and the point of view of Internet users and audience.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) “Thanks to that aperture, the Chinese public can enjoy famous series like ‘House of Cards’” NO ()
The negative aspects are stressed in the article: YES (X) Statements “Life is becoming more difficult” NO ()
The elements are selected with the criteria and objectives to inform: YES (X) NO ()
Presence of the statements (lines): 8
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) EFE NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X)It only shows the negative comments of the users NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) It lets the users to make their opinions and the journalist doesn't state his/hers NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?

Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES (X) Those who believe the censorship is positive NO ()
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) Freedom to decide which content they want to view NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: La Vanguardia
Medium: Print () Online (X)
Date: 20 th May 2014
Time of publication: 7:56h, Last update 18:06h
City: Beijing
Coverage: National () International (X) Being online it can reach anywhere
Title of the article: China prohíbe Windows 8 en los ordenadores gubernamentales (China prohibits Windows 8 in governmental computers)
Space it occupies (Lines): 27 lines
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES (X) _____ NO ()
Agencies: YES (X) EFECOM NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (x) _____ NO ()
Direct source: YES (X) Xinhua NO ()
Indirect source: YES (X) Chinese Government NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 2
Professional sources: YES () _____ NO (X)
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES () _____ NO (X)
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)

Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD
Complete identification: YES (x) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES () NO (X)
Name:
Post:
Impersonal (for example: a citizen): Xinhua, EFECOM
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES () NO (X)
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES (X) NO ()
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: The censor of Windows 8 for governmental computers
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) To prohibit is in bold so the negative aspect is considered important NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 1
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES () _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()

Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: La Vanguardia
Medium: Print () Online (X)
Date: 28 th May 2014
Time of publication: 7:54h
City: Beijing
Coverage: National () International (X)
Title of the article: El Gobierno chino lanza campaña para controlar servicio de mensajería móvil (The Chinese government launches a campaign to control a mobile messaging service)
Space it occupies (Lines): 37
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES (X) EFE NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES () _____ NO (X)
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES (X) The Chinese Government NO ()
Genre: Male () Female () Others (X)
Number of sources that can be detected: 2 → EFE and the Chinese Government
Professional sources: YES () _____ NO (X)
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) EFE NO ()
Subjective sources: YES (X) Government NO ()
Private sources: YES () _____ NO (X)

Public sources: YES (X) Government NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD
Complete identification: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): The Chinese government
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES () NO (X)
Name:
Post:
Impersonal (for example: a citizen): The State Office of Internet Information in China
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources from the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: The campaign to control Wechat
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) "new action from the Government to restrict online expression " NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 7
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) EFE NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (x) _____ NO () _____
Biased narrative approach: YES (X) Though it is not very clear: of the expression in first

paragraph “new action from the Government to restrict online expression ” and the last paragraph. NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO’s Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES (X) Social justice NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

El País

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 22 nd January 2014
Time of publication: 18:59
City: Madrid
Coverage: National () International (X)
Title of the article: China recurre a la censura tras las revelaciones sobre paraísos fiscales (China resorts to censorship after offshore revelations)
Space it occupies (Lines): 83
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES (X) ICIJ NO ()
ONG’s: YES () _____ NO ()
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES (X) El País in collaboration with ICIJ NO ()
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES () NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)

Number of sources that can be detected: 3 (ICIJ, Reuters, Qin Gang Foreign Affairs spokesperson in China)
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD
Complete identification: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Qin Gang
Post: Foreign Affairs spokesperson
Impersonal (for example: a citizen): Chinese Government and International media
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources from the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES (X) NO ()
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Censorship of foreign media to block the offshore accounts scandal
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 6
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)

Is the information signed?: YES (X) _____ NO () _____
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) Some expressions in the article can signal towards a certain bias in the information. NO () _____
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO () _____
Is there any propaganda? YES () NO (X) _____
Is there any subliminal advertising? YES () NO (X) _____
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X) _____
Is there a lack of any version? YES () _____ NO (X) _____
Is there any tampering with the articles? YES () _____ NO (X) _____
Is there any morbidity? YES () _____ NO (X) _____
9. VALUES
Is it a news article that transmits values? YES (X) NO () _____
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO (X) _____
Ecologic integrity: YES () NO (X) _____
Social and Economic justice: YES (X) _____ NO () _____
Democracy, non-violence and peace: YES () _____ NO (X) _____
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 22 nd January 2014
Time of publication: 18:06
City: Madrid
Coverage: National () International (X)
Title of the article: China se escuda en la censura (China shields itself with censorship)
Space it occupies (Lines): 83
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X) _____
Private entities or organizations : YES (X) ICIJ NO () _____
ONG's: YES () _____ NO () _____
Political parties: YES () _____ NO (X) _____
News resulting from investigative journalism from the media: YES () NO (X) _____
News resulting from production routines: YES () _____ NO (X) _____
News resulting from both investigation and production routines: YES (X) El País in collaboration with ICIJ NO () _____
Agencies: YES () _____ NO (X) _____
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO () _____
Direct source: YES (X) _____ NO () _____
Indirect source: YES (X) _____ NO () _____

The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 3 (ICIJ, Reuters, Qin Gang Foreign Affairs spokesperson in China)
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES X() _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD
Complete identification: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Qin Gang
Post: Foreign Affairs spokesperson
Impersonal (for example: a citizen): Chinese Government and International media
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES (X) NO ()
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Censorship of foreign media to block the offshore accounts scandal
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 6
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:

Is there a difference of treatment between different protagonists of the news?: YES (X) _____ NO ()
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) Some expressions in the article can signal towards a certain bias in the information. NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO (X)
Ecologic integrity: YES () NO (X)
Social and Economic justice: YES (X) _____ NO ()
Democracy, non-violence and peace: YES () _____ NO (X)
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 30 th January 2014
Time of publication: 19:47
City: Washington
Coverage: National () International (X)
Title of the article: EEUU denuncia los ataques a la libertad de expresión en China (U.S condemns the attacks against freedom of expression in China)
Space it occupies (Lines): 79
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (x)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()

Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 2
Professional sources: YES (X) The New York Times NO ()
Governmental sources: YES (X) The White House NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD
Complete identification: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): U.S.
Complete identification of the sources: YES () NO ()
Name: Jay Carney
Post: The White House's spokesperson
Impersonal (for example: a citizen): The New York Times
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: EEUU condemns the attacks to freedom of expression in China, included the censorship of American online newspapers and magazines.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) It repeats many times that <i>El País</i> has also been censored, twice NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 7
The space assigned is enough to comprehend the topic: Yes

The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) Eva Saiz NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive -neutral-descriptive, (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) It criticizes the censorship of media using also their own experience and stating many others. NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) Freedom of expression NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 28 th May 2014
Time of publication: 10:44
City: Beijing
Coverage: National () International (X)
Title of the article: China quiere controlar la mensajería móvil (China wants to control the Mobile messaging)
Space it occupies (Lines): 37
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES () _____ NO (X)

Agencies: YES (X) EFE NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _EFE_____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES (X) The Chinese Government NO ()
Genre: Male () Female () Others (X)
Number of sources that can be detected: 2 → EFE and the Chinese Government
Professional sources: YES () _____ NO (X)
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) EFE NO ()
Subjective sources: YES (X) Government NO ()
Private sources: YES () _____ NO (X)
Public sources: YES (X) Government NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD
Complete identification: YES () NO (X)
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES () NO (X)
Name:
Post:
Impersonal (for example: a citizen): The State Office of Internet Information in China
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: The campaign to control Wechat
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) "new action from the Government to restrict online expression " NO ()
The elements are selected with the criteria and objectives to inform: YES (X)

_____ NO ()
Presence of the statements (lines): 7
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X)EFE NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (x) _____ NO () _____
Biased narrative approach: YES (X) Though it is not very clear: of the expression in first paragraph “new action from the Government to restrict online expression ” and the last paragraph. NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO’s Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES (X)Social justice NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

The Washington Post

1. IDENTIFICATION
Name of the media: The Washington Post
Medium: Print () Online (X)
Date: 22 nd May 2014
Time of publication:
City: Beijing
Coverage: National () International (X)
Title of the article: China will step up scrutiny of Internet technology
Space it occupies (Lines): 67
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG’s: YES () _____ NO (X)
Political parties: YES () _____ NO (X)

News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES (X) Associated Press NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _Jiang Jun and Xinhua NO ()
Direct source: YES (X)Xinhua NO ()
Indirect source: YES (X) Even though there are statements in between inverted commas they are not direct quotations since they were obtained through the news agency Xinhua NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 2
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCE IDENTIFICATION METHOD
Complete identification: YES () NO (x)
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (x) NO ()
Name: Jiang Jun
Post: spokesman for the Chinese Cabinet's Internet Information Office
Impersonal (for example: a citizen): China's Government and the EEUU
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES (X) U.S officials NO ()
Statements or sources without identification: YES (X) _____ NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO X)
6. CONTENT'S TREATMENT
Subject of the article: the stricter control of Internet technology in China for security measures against other countries (aka. U.S) as well as propel the Chinese technology over foreign one.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)

The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X) Being from agency it gives both points of views.
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 8
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The Washington Post
Medium: Print () Online (X)
Date: 17 th April 2014
Time of publication:
City: Beijing
Coverage: National () International (X)
Title of the article: China launches campaign to purge Internet of porn, rumors and, critics say, dissent
Space it occupies (Lines): 105
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)

NGO's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) 6 sources NO ()
Direct source: YES () _____ NO (X)
Indirect source: YES (X) Through blogs, broadcasts and Xinhua agency NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 9
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) bloggers, users, Xue Manzi, etc NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD
Complete identification: YES () NO (X)
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Zhang Jialong and Xue Manzi
Post: blogger and Chinese American investor
Impersonal (for example: a citizen): Xinhua news agency, National Office against Pornographic and Illegal Publications, People's Daily, Yangcheng Evening News.
Generic (for example: thousands of demonstrators).
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES (X) "according to reports online" "according to local media" "said one academic who spoke on the condition of anonymity for fear of official retribution" NO ()
Statements or sources without identification: YES (X) "according to reports online" "one user posted" NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: the new Internet censorship campaign and different points of views

Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) the article is very long and most of the views are negative or critic towards the censorship whilst those who would be in favour of it repeat over and over the same thing NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) and NO (X) It is made with the criteria to inform but it is somewhat biased.
Presence of the statements (lines): 20
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic: Yes
Is there a difference of treatment between different protagonists of the news?: YES (X) Xue is treated as a person who's been brainwashed NO ()
Is the information signed?: YES (X) NO ()
7. APPROACH
Approach: (A) positive, (B) negative , (C) expositive-neutral-descriptive, (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES () _____ NO (X) _____
Biased narrative approach: YES (X) _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES () NO (X)
Is there any propaganda? YES (X) against this censorship NO ()
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES (X) the detailed case of Xue is written to impact NO ()
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The Washington Post
Medium: Print () Online (X)
Date: 29 th April 2014
Time of publication: 12:41pm
City:
Coverage: National () International (X)
Title of the article: China: Where 'Big Bang Theory' is too hot to watch, but 'Game of Thrones' is just fine
Space it occupies (Lines): 50
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (X), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I)

Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) Xinhua agency, IMDB's parental guide, Caijing, Reuters, People's Daily, micro-bloggers, Tea Leaf Nation NO ()
Direct source: YES () _____ NO (X)
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 7
Professional sources: YES (X) _____ NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES () _____ NO (X)
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification: YES () NO (X)
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES () NO (X)
Name:
Post:
Impersonal (for example: a citizen): Xinhua, Caijing, ...
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES (X) "A reporter from the official Xinhua News agency" NO ()
Statements or sources without identification: YES (X) _____ NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES () NO (X)
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____

NO (X)
6. CONTENT'S TREATMENT
Subject of the article: About the contradiction of Big Bang being banned but others stronger like Game of Thrones haven't, possible explanations to that.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) Only reading the title you can know the article is very biased, but also there are other elements that give the authors opinion unnecessarily NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES () _____ NO (X) more than to inform it is to analyse what happened
Presence of the statements (lines): 3
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic: Yes
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES () NO (X)
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral
1. IDENTIFICATION
Name of the media: The Washington Post
Medium: Print () Online (X)
Date: 12 th February 2014
Time of publication: 1:22pm
City: Beijing
Coverage: National () International (X)
Title of the article: Microsoft denies censoring results in the 'uncensored' version of Chinese-language Bing

Space it occupies (Lines): 36
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES (X) _____ NO ()
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) Microsoft, Reuters, Greatfire.org NO ()
Direct source: YES () _____ NO (X)
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 3
Professional sources: YES (X) _____ NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES () _____ NO (X)
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the character: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Microsoft
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Stefan Weitz
Post: senior director for Bing
Impersonal (for example: a citizen): "e-mailed to Reuters" "Reuters noted" "GreatFire.ord said"
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES () NO (X)
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)

Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Microsoft denies censoring results in the 'uncensored' version of Bing and states that it was an informatics error.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 8
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) positive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

The New York Times

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print () Online (X)
Date: 22 nd May 2014
Time of publication:

City: Hong Kong
Coverage: National () International (X)
Title of the article: China Plans Security Checks for Tech Firms After U.S. Indictments
Space it occupies (Lines): 75
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) Xinhua and Duncan Clark and China Daily and James McGregor NO ()
Indirect source: YES (X) Jiang Jun and Li Jingchun and an official through Xinhua NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 7
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD
Complete identification: YES () NO (x)
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Duncan Clark, James McGregor, Jiang Jun and Li Jingchun
Post: chairman of BDA China, chairman of the greater China region for APCO Worldwide, spokesman for the State Internet Information Office and an engineer with China's National Research Center for Information Technology Security
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) A commentary [...] on the website of China Daily NO ()
Direct style: YES (X) NO ()

Indirect style: YES (X) said ... according to a report from XinhuaNO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: the stricter control of Internet technology in China for security measures against other countries (aka. U.S), views on the problems it can become to foreign companies.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES (X) It doesn't express the benefit it will be for Chinese companies to develop their own technology so as not to depend on other countries NO ()
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 24
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES () _____ NO () _____
Biased narrative approach: YES (X) slightly, it only states one point of view NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES (X) The Chinese companies version NO ()
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES (X) _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION	
Name of the media:	The New York Times
Medium:	Print (X) Online (X)
Date:	Online on 15 th February 2014 and Print 16 th February 2014
Time of publication:	
City:	Beijing
Coverage:	National (X) International (X)
Title of the article:	Chinese Ask Kerry to Help Tear Down a Firewall
Space it occupies (Lines):	64
Section:	(A) International/World (X), (B) Politics (), (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION	
*There can be multiple answers	
Public entities or organizations :	YES () _____ NO (X)
Private entities or organizations :	YES () _____ NO (X)
NGO:	YES () _____ NO (X)
Political parties:	YES () _____ NO (X)
News resulting from investigative journalism from the media:	YES () NO (X)
News resulting from production routines:	YES (X) _____ NO ()
News resulting from both investigation and production routines:	YES () _____ NO (X)
Agencies:	YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS	
Are there any sources mentioned?	YES (X) Kerry, Zhang Jialong NO ()
Direct source:	YES (X) _____ NO ()
Indirect source:	YES () _____ NO (X)
The source is mentioned in the title:	YES (X) _____ NO ()
Genre:	Male (X) Female () Others ()
Number of sources that can be detected:	5
Professional sources:	YES (X) _____ NO ()
Governmental sources:	YES (X) _____ NO ()
Objective sources:	YES (X) _____ NO ()
Subjective sources:	YES (X) _____ NO ()
Private sources:	YES () _____ NO (X)
Public sources:	YES () _____ NO (X)
Sources from archives:	YES () _____ NO (X)
Institutional sources:	YES () _____ NO (X)
Political parties sources:	YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST IDENTIFICATION METHOD	
Complete identification of the protagonist:	YES (X) NO ()
Name and Post:	John Kerry, U.S State secretary
Impersonal (for example: a citizen):	Chinese
Generic (for example: thousands of demonstrators):	
Complete identification of the sources:	YES () NO ()
Name and Post:	
Name:	John Kerry, Zhang Jialong, Wang Keqin, Ma Xiaolin, Wang Chong
Post:	Secretary of State (US), reporter for Tencent Finance, investigative reporter, former Xinhua correspondent, director of a major web portal
Impersonal (for example: a citizen):	No
Generic (for example: thousands of demonstrators):	No
Off the record:	YES () NO (X)
Partial Off the Record (for example: sources form the government):	YES () _____

NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES (X) NO ()
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Chinese bloggers ask the U.S State Secretary for better relations with China and pressure for freedom of expression.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 17
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES (X) _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()

How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION

Name of the media: The New York Times

Medium: Print (X) Online (X)

Date: Online from the 22nd January 2014 and Print from the 23rd January 2014

Time of publication: 7:00am

City: San Francisco

Coverage: National (X) International (X)

Title of the article: Big Web Crash in China: Experts Suspect Great Firewall

Space it occupies (Lines): 104

Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()

2. ORIGIN OF THE INFORMATION

*There can be multiple answers

Public entities or organizations : YES () NO (X)

Private entities or organizations : YES () NO (X)

ONG's: YES () NO (X)

Political parties: YES () NO (X)

News resulting from investigative journalism from the media: YES () NO (X)

News resulting from production routines: YES () NO ()

News resulting from both investigation and production routines: YES (X) with collaboration from Beijing from Amy Qin NO (X)

Agencies: YES () NO (X)

3. NATURE OF THE SOURCES AND MAIN CHARACTERS

Are there any sources mentioned? YES (X) NO ()

Direct source: YES (X) NO ()

Indirect source: YES (X) NO ()

The source is mentioned in the title: YES () NO (X)

Genre: Male (X) Female () Others (X)

Number of sources that can be detected: 10

Professional sources: YES (X) NO ()

Governmental sources: YES () NO (X)

Objective sources: YES (X) NO ()

Subjective sources: YES (X) NO ()

Private sources: YES (X) NO ()

Public sources: YES (X) NO ()

Sources from archives: YES () NO (X)

Institutional sources: YES () NO (X)

Political parties sources: YES () NO (X)

4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD

Complete identification of protagonist: YES () NO (X)

Name and Post: Internet failure and experts suspect Firewall are the protagonists

Impersonal (for example: a citizen):

Generic (for example: thousands of demonstrators): experts suspect

Complete identification of the sources: YES (X) NO ()

Name: Heiko Specht, Gerald Pitts, Bill Xia

Post: Internet analyst at Compuware, president of the Wyoming Corporate Services, Falun Gong adherent and founder of the D.I.T website (Dynamic Internet Technology)

Impersonal (for example: a citizen): technology experts and some technologists, Reuters, GreatFire.org

Generic (for example: thousands of demonstrators):

Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) some technologists and technology experts, impersonal don't identify who they are. NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: China's web crash was caused by the Great Firewall
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES () _____ NO (X)
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 7
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) slightly NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES () NO (X)
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()

Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION

Name of the media: The New York Times
Medium: Print (X) Online (X)
Date: 27 th April 2014
Time of publication:
City: Beijing
Coverage: National (X) International (X)
Title of the article: China Orders 4 U.S Shows Off Streaming Sites
Space it occupies (Lines): 142
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()

2. ORIGIN OF THE INFORMATION

*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES (X) NO ()
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)

3. NATURE OF THE SOURCES AND MAIN CHARACTERS

Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (Xo)
Genre: Male () Female () Others (X)
Number of sources that can be detected: 11
Professional sources: YES (X) NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES (X) Data from last year NO ()
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)

4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD

Complete identification of the protagonist: YES () NO (X)
Name and Post: x
Impersonal (for example: a citizen): X
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Spenser Wang, Ivan Li, Cai Yucheng
Post: director of government cooperation at the streaming site iQiyi, China digital sales manager at BBC Worldwide, editor at Sohu TV
Impersonal (for example: a citizen): Xinhua agency, Sina, Youku Tudou, iResearch

Generic (for example: thousands of demonstrators): employees, interviewees.
Off the record: YES () NO ()
Partial Off the Record (for example: sources from the government): YES (X) a senior employee who was not authorised to speak to the news media NO ()
Statements or sources without identification: YES (X) employees from where? NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: censorship of streaming American TV series, what the streaming companies believe will be the regulations and what they know about them.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES () _____ NO (X)
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 17
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X)By the journalist in collaboration with Echo Xie NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()

Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

The Google case

El País

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 25 th January 2006
Time of publication: 10:06 CET
City: San Francisco
Coverage: National () International (X)
Title of the article: Google se autocensura en China (Google censors itself in China)
Space it occupies (Lines): 102
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES (X) _____ NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 2
Professional sources: YES (X) _____ NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):

Complete identification of the sources: YES (X) NO ()
Name: Andrew McLaughlin and John Palfrey
Post: one of Google's managers/directors and OpenNet
Impersonal (for example: a citizen): Reporters Without Borders
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources from the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Google launches Google.cn and censors itself for monetary reasons; tries to justify itself and Reporters Without Borders say they are hypocrites.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) It emphasises the quote from RWB saying in Google are being hypocrites as a title, the last paragraph is purely criticism towards their actions. NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) but also to criticise and judge NO ()
Presence of the statements (lines): 11
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES () _____ NO (X) It says from agency and the newspaper.
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)

Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Integrity: YES (X) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print (X) Online ()
Date: 26 th January 2014
Time of publication:
City: Washington
Coverage: National (X) International ()
Title of the article: Google acepta la censura del régimen de Pekín para competir en el mercado chino (Google accepts the censorship from the Beijing regime to be competitive in the Chinese market)
Space it occupies (Lines): 92
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()

2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES (X) _____ NO ()
Agencies: YES () _____ NO (X)

3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES () _____ NO (X)
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 2
Professional sources: YES (X) _____ NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES () _____ NO (X)
Subjective sources: YES (X) _____ NO ()
Private sources: YES () _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (x)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)

4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD

Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name:
Post:
Impersonal (for example: a citizen): Reporters Without Borders and Google's blog.
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources from the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES () NO (X)
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Google accepts censoring itself, what it censors and critics.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) the second-to-last article is a critic to its behaviour as well as the one before that one. NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 10
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES () _____ NO (X)
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) _The last paragraphs are very critical NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?

Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Integrity: YES (X) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION

Name of the media: El País
Medium: Print (X) Online ()
Date: 14 th January 2010
Time of publication:
City: Washington and Beijing
Coverage: National (X) International ()
Title of the article: La Casa Blanca respalda a Google en su plante a la censura de China (The White House supports Google standing its ground against China's censorship)
Space it occupies (Lines): 86
Section: (A) International/World (X), (B) Politics, (C) Current news (X), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()

2. ORIGIN OF THE INFORMATION

*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
ONG's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES () _____ NO (X)
News resulting from both investigation and production routines: YES (X) _____ NO ()
Agencies: YES () _____ NO (X)

3. NATURE OF THE SOURCES AND MAIN CHARACTERS

Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female (X) Others (X)
Number of sources that can be detected: 5
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)

4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD

Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): The White House and Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Lauren Gelman, David Drummond, Robert Gibbs, Hilary Clinton
Post: lawyer for the Centre for Internet and the Stanford University Society, Google's vicepresident and chief of labour counselling, spokesperson for the White House, U.S State Secretary
Impersonal (for example: a citizen): Analysis International
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) the results of a survey without source NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()

5. INFORMATION STRUCTURE

Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)

6. CONTENT'S TREATMENT

Subject of the article: The White House gives support to Google and transforms a business matter into a political one
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) it criticises Google's past behaviour NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES () _____ NO (X)
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 8
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()

7. APPROACH

Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) it shines in a positive light NO ()

8. INFORMATIVE UNBALANCE *information that hides advertising

Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Integrity: YES (X) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 14 th January 2010
Time of publication: 8:48
City: Barcelona
Coverage: National (X) International (X)
Title of the article: China replica a Google que únicamente acoge a empresas que “cumplan con la ley” (China answers to Google that it will only accept companies which “obey the law”)
Space it occupies (Lines): 60
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGO's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES (X) _____ NO ()
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 4
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES () _____ NO (X)

Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): China
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Wang Chen
Post: Person in charge of the department of the web of the Chinese Information ministry
Impersonal (for example: a citizen): Reuters, the Foreign Affairs ministry, Global Times
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES () _____ NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: China's answer to Google that it will keep asking them to censor their content and their justification
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 14
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES () _____ NO (X)
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)

8. INFORMATIVE UNBALANCE *information that hides advertising	
Is there a distinction between opinion and information?	YES (X) NO ()
Is there any propaganda?	YES () NO (X)
Is there any subliminal advertising?	YES () NO (X)
Where can it be detected?	
Are there subliminal messages?	YES () _____ NO (X)
Is there a lack of any version?	YES () _____ NO (X)
Is there any tampering with the articles?	YES () _____ NO (X)
Is there any morbidity?	YES () _____ NO (X)
9. VALUES	
Is it a news article that transmits values?	YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)	
Respect and care towards people:	YES () _____ NO ()
Ecologic integrity:	YES () NO ()
Social and Economic justice:	YES () _____ NO ()
Democracy, non-violence and peace:	YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral	

1. IDENTIFICATION	
Name of the media:	El País
Medium:	Print () Online (X)
Date:	22 nd March 2010
Time of publication:	20:11
City:	Washinton/Beijing
Coverage:	National () International (X)
Title of the article:	Google deja de censurar sus búsquedas en China
Space it occupies (Lines):	150
Section:	(A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION	
*There can be multiple answers	
Public entities or organizations :	YES () _____ NO (X)
Private entities or organizations :	YES () _____ NO (X)
NGO's:	YES () _____ NO (X)
Political parties:	YES () _____ NO (X)
News resulting from investigative journalism from the media:	YES () NO (X)
News resulting from production routines:	YES () _____ NO (X)
News resulting from both investigation and production routines:	YES (X) _____ NO ()
Agencies:	YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS	
Are there any sources mentioned?	YES (X) _____ NO ()
Direct source:	YES (X) _____ NO ()
Indirect source:	YES (X) _____ NO ()
The source is mentioned in the title:	YES () _____ NO (X)
Genre:	Male (X) Female (X) Others (X)
Number of sources that can be detected:	11
Professional sources:	YES (X) _____ NO ()
Governmental sources:	YES (X) _____ NO ()
Objective sources:	YES (X) _____ NO ()
Subjective sources:	YES (X) _____ NO ()
Private sources:	YES (X) _____ NO ()

Public sources: YES (X) _____ NO ()
Sources from archives: YES (X) _____ NO ()
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: David Drummond, Rebecca MacKinnon, Duan Clark, Wen Jiabao
Post: executive vice-president, researcher from Princeton University, director of BDA China, Chinese first minister
Impersonal (for example: a citizen): Google, Experian Hitwise, JP Morgan, Xinhua, China Daily, Associated Press
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) other governmental media NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES (X) Information about Google in China, its context, about Hong Kong, etc. NO ()
6. CONTENT'S TREATMENT
Subject of the article: Google closes Google.cn and continues its activities in Hong Kong allowing Chinese people to have access to it as long as the government doesn't ban it.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) positivism on Google's change of attitude NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 37
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E)

alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) slightly NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Integrity: YES (X) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: El País
Medium: Print () Online (X)
Date: 13 th January 2010
Time of publication: 00:44
City: New York
Coverage: National () International (X)
Title of the article: Google amenaza con cerrar su buscador en China (Google menaces in closing its search engine in China)
Space it occupies (Lines): 71
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGO's: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES (X) _____ NO ()
Genre: Male () Female (X) Others (X)
Number of sources that can be detected: 3
Professional sources: YES (X) _____ NO ()

Governmental sources: YES (X) _____ NO ()
Objective sources: YES () _____ NO (X)
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Hilary Clinton
Post: U.S State Secretary
Impersonal (for example: a citizen): Google, Baidu, official spokesperson from the Chinese government
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES (X) official spokesperson from the Chinese government doesn't say who it is NO ()
Statements or sources without identification: YES () NO (X)
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES (X) Also has information about Tiananmen and Hilary Clinton NO ()
6. CONTENT'S TREATMENT
Subject of the article: Google menaces with closing its services in China because of hacker attacks from the mainland
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES (X) it centre mainly in Google's and the U.S point of views and not in the Chinese government NO ()
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES () _____ NO (X)
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 12
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic: Yes, there should be more points of view
The space assigned is excessive for the comprehension of the topic:

Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive , (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES (X) shines a positive light on Google slightly NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

The New York Times

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print (X) Online ()
Date: 13 th April 2006
Time of publication:
City: Beijing
Coverage: National (X) International ()
Title of the article: Google Chief Rejects Putting Pressure on China
Space it occupies (Lines): 50
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS

Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) Eric Schmidt NO ()
Indirect source: YES () _____ NO (X)
The source is mentioned in the title: YES (X) _____ NO ()
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 3
Professional sources: YES (X) NO ()
Governmental sources: YES () _____ NO (X)
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post: Google's chief
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Eric Schmidt
Post: Google's chief executive
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): industry executives and critics
Off the record: YES () NO (X)
Partial Off the Record (for example: sources from the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) generic ones NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Google defends and justifies the decision of cooperating with Chinese censors
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 8

The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic: _____
The space assigned is excessive for the comprehension of the topic: _____
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print (X) Online ()
Date: 25 th January 2006
Time of publication: _____
City: Shanghai
Coverage: National (X) International ()
Title of the article: Version of Google in China Won't Offer E-Mail or Blogs
Space it occupies (Lines): 71
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (X), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)

3. NATURE OF THE SOURCES AND MAIN CHARACTERS	
Are there any sources mentioned? YES (X) _____ NO ()	
Direct source: YES (X) _____ NO ()	
Indirect source: YES (X) _____ NO ()	
The source is mentioned in the title: YES () _____ NO (X)	
Genre: Male () Female () Others (X)	
Number of sources that can be detected: 4	
Professional sources: YES (X) _____ NO ()	
Governmental sources: YES () _____ NO (X)	
Objective sources: YES (X) _____ NO ()	
Subjective sources: YES (X) _____ NO ()	
Private sources: YES (X) _____ NO ()	
Public sources: YES () _____ NO (X)	
Sources from archives: YES () _____ NO (X)	
Institutional sources: YES () _____ NO (X)	
Political parties sources: YES () _____ NO (X)	
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD	
Complete identification of the protagonist: YES () NO (X)	
Name and Post:	
Impersonal (for example: a citizen): Google	
Generic (for example: thousands of demonstrators):	
Complete identification of the sources: YES () NO (X)	
Name:	
Post:	
Impersonal (for example: a citizen): industry experts, a senior executive, Google officials, Reporters Without Borders	
Generic (for example: thousands of demonstrators):	
Off the record: YES () NO (X)	
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)	
Statements or sources without identification: YES (X) all of them NO ()	
Direct style: YES (X) NO ()	
Indirect style: YES (X) NO ()	
5. INFORMATION STRUCTURE	
Standard news article: YES (X) NO ()	
Pyramidal structure: YES () NO (X)	
Exclusive: YES () NO (X)	
Article with statements: YES (X) NO ()	
Brief. YES () NO (X)	
Chronological article: YES () NO (X)	
Double news article, or with a group of informations: YES () _____ NO (X)	
6. CONTENT'S TREATMENT	
Subject of the article: Google.cn won't have gmail or blog, Internet censorship	
Clear narration: YES (X) NO ()	
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)	
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)	
The positive aspects are stressed in the article: YES () _____ NO (X)	
The negative aspects are stressed in the article: YES (X) _____ NO ()	
The elements are selected with the criteria and objectives to inform: YES (x) _____ NO ()	

Presence of the statements (lines): 5
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical , (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES () NO (X)
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print (X) Online ()
Date: 13 th March 2010
Time of publication:
City: Beijing/New York
Coverage: National (X) International ()
Title of the article: China Issues Another Warning to Google on Enforced Censorship of the Internet
Space it occupies (Lines): 69
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____

NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female (X) Others (x)
Number of sources that can be detected: 13
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES (X) _____ NO ()
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Li Yizhong, Eric Schmidt, Marsha Wang, Jill Hazelbaker, Miao Wei
Post: China's minister of industry and information technology, Google's chief executive officer, Google's spokeswoman, Google's spokeswoma, vice minister of the Information Technology Ministry
Impersonal (for example: a citizen): China Daily, Assosiated Press, Reuters, Xinhua
Generic (for example: thousands of demonstrators): Chinese journalists, people, company spokesperson, Google executives
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) generic NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: China issues another warning to google, opinion from the ministry and from experts
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES () _____ NO (X)
The narration is biased and omits data or versions in an obvious manner:

YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) _____ NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 5
The space assigned is enough to comprehend the topic: Yes
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic:
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES (X) _____ NO () _____
Biased narrative approach: YES () _____ NO (X)
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES (X) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES () _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print (X) Online ()
Date: 13 th January 2010
Time of publication:
City: New York
Coverage: National (X) International ()
Title of the article: Google May End Venture in China Over Censorship
Space it occupies (Lines): 90
Section: (A) International/World (X), (B) Politics, (C) Current news (), (D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)

News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female (X) Others (X)
Number of sources that can be detected: 8
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Rebecca MacKinnon, David Drummond, Wenqi Gao, David B. Yoffie, Jonathan Zittrain
Post: fellow at the Open Society Institute and Chinese Internet expert, senior vice president for corporate development and chief legal officer in Google, spokesman for the Chinese Consulate in New York, Harvard Business school professor, Legal scholar at Harvard's Berkman Center for Internet Security,
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators): people familiar with the investigation, company executives
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) generic NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: Google may leave China because of its censorship even though it is

potentially one of the biggest growing markets.
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) _____ NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES (X) how positive it is for Google to leave NO ()
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 12
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic: Yes
Is there a difference of treatment between different protagonists of the news?: YES (X) _____ NO ()
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive , (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES () _____ NO (X) _____
Biased narrative approach: YES (X) _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES (X) NO ()
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
integrity: YES (x) NO ()
Social and Economic justice: YES () _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION
Name of the media: The New York Times
Medium: Print (X) Online ()
Date: 23rd March 2010
Time of publication:
City: San Francisco
Coverage: National (X) International ()
Title of the article: Google Closes Search Service Based In China
Space it occupies (Lines): 87
Section: (A) International/World (), (B) Politics, (C) Current news (), (D) Business (X), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I)

Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female (X) Others (X)
Number of sources that can be detected: 13
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen): Google
Generic (for example: thousands of demonstrators):
Complete identification of the sources: YES (X) NO ()
Name: Qin Gang, Sergei Brin, David Drummond, Xiao Qiang, Emily Parker
Post: Chinese Foreign Ministry spokesman, Google founder and president of technology, Google's chief legal officer, of the China Internet project (Berkley), senior fellow at the Center on U.S China Relations at the Asia Society.
Impersonal (for example: a citizen): Western analysts, Xinhua, Reuters,
Generic (for example: thousands of demonstrators):
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) _____ NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()
Brief. YES () NO (X)
Chronological article: YES () NO (X)

Double news article, or with a group of informations: YES () _____
NO (X)

6. CONTENT'S TREATMENT

Subject of the article: Google closes Google.cn

Clear narration: YES (X) NO ()

The narration is biased and emphasises or broadens some aspects unnecessarily:
YES () _____ NO (X)

The narration is biased and omits data or versions in an obvious manner:
YES () _____ NO (X)

The positive aspects are stressed in the article: YES (X) _____ NO ()

The negative aspects are stressed in the article: YES () _____ NO (X)

The elements are selected with the criteria and objectives to inform: YES (X)
_____ NO ()

Presence of the statements (lines): 12

The space assigned is enough to comprehend the topic:

The space assigned is not enough to comprehend the topic:

The space assigned is excessive for the comprehension of the topic: Yes

Is there a difference of treatment between different protagonists of the news?: YES ()
_____ NO (X)

Is the information signed?: YES (X) _____ NO ()

7. APPROACH

Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording

Appropriate narrative approach: YES (X) _____ NO () _____

Biased narrative approach: YES () _____ NO (X)

8. INFORMATIVE UNBALANCE *information that hides advertising

Is there a distinction between opinion and information? YES (X) NO ()

Is there any propaganda? YES () NO (X)

Is there any subliminal advertising? YES () NO (X)

Where can it be detected?

Are there subliminal messages? YES () _____ NO (X)

Is there a lack of any version? YES () _____ NO (X)

Is there any tampering with the articles? YES () _____ NO (X)

Is there any morbidity? YES () _____ NO (X)

9. VALUES

Is it a news article that transmits values? YES (X) NO ()

Which ones? (according to UNESCO's Earth Charter)

Respect and care towards people: YES () _____ NO ()

Ecologic integrity: YES (X) NO ()

Social and Economic justice: YES () _____ NO ()

Democracy, non-violence and peace: YES (X) _____ NO ()

How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

1. IDENTIFICATION

Name of the media: The New York Times

Medium: Print (X) Online ()

Date: 24th of May 2010

Time of publication:

City: Beijing

Coverage: National (X) International ()

Title of the article: Stance by China to Limit Google is Risk by Beijing

Space it occupies (Lines): 76

Section: (A) International/World (X), (B) Politics, (C) Current news (),

(D) Business (), (E) Opinion (), (F) Lifestyle (), (G) Technology (), (H) Culture (), (I) Sports ()
2. ORIGIN OF THE INFORMATION
*There can be multiple answers
Public entities or organizations : YES () _____ NO (X)
Private entities or organizations : YES () _____ NO (X)
NGOs: YES () _____ NO (X)
Political parties: YES () _____ NO (X)
News resulting from investigative journalism from the media: YES () NO (X)
News resulting from production routines: YES (X) _____ NO ()
News resulting from both investigation and production routines: YES () _____ NO (X)
Agencies: YES () _____ NO (X)
3. NATURE OF THE SOURCES AND MAIN CHARACTERS
Are there any sources mentioned? YES (X) _____ NO ()
Direct source: YES (X) _____ NO ()
Indirect source: YES (X) _____ NO ()
The source is mentioned in the title: YES () _____ NO (X)
Genre: Male (X) Female () Others (X)
Number of sources that can be detected: 8
Professional sources: YES (X) _____ NO ()
Governmental sources: YES (X) _____ NO ()
Objective sources: YES (X) _____ NO ()
Subjective sources: YES (X) _____ NO ()
Private sources: YES (X) _____ NO ()
Public sources: YES (X) _____ NO ()
Sources from archives: YES () _____ NO (X)
Institutional sources: YES () _____ NO (X)
Political parties sources: YES () _____ NO (X)
4. INFORMATION'S PROTAGONIST AND SOURCES IDENTIFICATION METHOD
Complete identification of the protagonist: YES (X) NO ()
Name and Post:
Impersonal (for example: a citizen):
Generic (for example: thousands of demonstrators): China
Complete identification of the sources: YES (X) NO ()
Name: Billl Bishop, Kenneth G. Lieberthal, Zhang Yunquan, Fang Xingdong, Xiao Qiang, Yan Xuetong
Post: Author of the blog Digicha, a Brookings Intitution scholar, professor at the Institute of Software at the Chinese Academy of Sciences, chief executive of Chinalabs.com, editor in chief of China Digital Times, director of the Intitute of International Studies at Tsinghua University
Impersonal (for example: a citizen): an official in China's media industry,
Generic (for example: thousands of demonstrators): experts
Off the record: YES () NO (X)
Partial Off the Record (for example: sources form the government): YES () _____ NO (X)
Statements or sources without identification: YES (X) experts _____ NO ()
Direct style: YES (X) NO ()
Indirect style: YES (X) NO ()
5. INFORMATION STRUCTURE
Standard news article: YES (X) NO ()
Pyramidal structure: YES () NO (X)
Exclusive: YES () NO (X)
Article with statements: YES (X) NO ()

Brief. YES () NO (X)
Chronological article: YES () NO (X)
Double news article, or with a group of informations: YES () _____ NO (X)
6. CONTENT'S TREATMENT
Subject of the article: China is taking a risk in trying to limit Google
Clear narration: YES (X) NO ()
The narration is biased and emphasises or broadens some aspects unnecessarily: YES (X) _____ NO ()
The narration is biased and omits data or versions in an obvious manner: YES () _____ NO (X)
The positive aspects are stressed in the article: YES () _____ NO (X)
The negative aspects are stressed in the article: YES (X) _____ NO ()
The elements are selected with the criteria and objectives to inform: YES (X) _____ NO ()
Presence of the statements (lines): 14
The space assigned is enough to comprehend the topic:
The space assigned is not enough to comprehend the topic:
The space assigned is excessive for the comprehension of the topic: X
Is there a difference of treatment between different protagonists of the news?: YES () _____ NO (X)
Is the information signed?: YES (X) _____ NO ()
7. APPROACH
Approach: (A) positive, (B) negative, (C) expositive-neutral-descriptive, (D) critical, (E) alarmist, (F) humanised, (G) metaphoric wording
Appropriate narrative approach: YES () _____ NO (X) _____
Biased narrative approach: YES (X) very opinionated _____ NO ()
8. INFORMATIVE UNBALANCE *information that hides advertising
Is there a distinction between opinion and information? YES () NO (X)
Is there any propaganda? YES () NO (X)
Is there any subliminal advertising? YES () NO (X)
Where can it be detected?
Are there subliminal messages? YES () _____ NO (X)
Is there a lack of any version? YES () _____ NO (X)
Is there any tampering with the articles? YES () _____ NO (X)
Is there any morbidity? YES () _____ NO (X)
9. VALUES
Is it a news article that transmits values? YES (X) NO ()
Which ones? (according to UNESCO's Earth Charter)
Respect and care towards people: YES () _____ NO ()
Ecologic integrity: YES () NO ()
Social and Economic justice: YES (X) _____ NO ()
Democracy, non-violence and peace: YES (X) _____ NO ()
How are they being transmitted? (A) Positively (B) Negatively (C) Neutral

Appendix 4

Discussion group transcription

- Are you aware of the Great Firewall of China?

All: Yes.

- How did you get to know about it?

A: I particularly realised the Internet has this wall when Google was blocked. Then I knew there was something going on that we didn't know about. From that moment on Facebook and Twitter were banned too.

B: In my case it was when Youtube was blocked, in 2008 I think it was.

C: I think so

B: We can't watch Youtube in China and other things too.

- Do you know what they censor and how they do it?

A: We know pages they censor but not the content.

D: No.

A: I think they are politic documents. But we are not going to be able to know that. What it is about exactly, but more or less the topic... or sometimes from some sensible words that have been revealed, something like that.

E: We can't know that ourselves, we never know if what we are going to see is blocked or if there's an error.

- Do you agree with this censorship measure?

All: No

C: Because if we want to use Facebook like we do here in Spain to talk with our friends here we can't. But we want to do that. Also I remember I was looking for a document in China but the government doesn't let the Chinese people access to that document because there was some political problem.

- How does it influence your life in China?

A: We cannot know many things in detail about the world if we cannot use this ways to communicate.

B: Or we cannot find different political voices and political cases. For example the terrorism case in China there exist different voices but in our country we can only see or hear one version, the opinion of our government. And in the case of information, here we can find more documents for thesis, for example there are library systems, they are allowed here, but in China if someone wants to access to those past documents he has to use an application to be able to jump the Internet wall.

- Can you know when you are being “observed” or if the content you will post is going to be banned?

A: I think we are observed all the time by the government. Anyway as an individual we can't know about that, about in which way or how much you are being observed. But I think that everyone in China knows that the government is always observing us. But that happens in all countries over the world, not only in China.

- What do you do if you want to have access to foreign sites which are blocked in China? For example Facebook.

C: I don't know I don't use it. (general laughs). If sometimes I have to communicate with my schoolmates I do it by e-mail.

E: Or whatsapp.

B: But in China it also exists systems like Facebook and Twitter, typical from China. Like Weibo or (Chinese name) that is only for students to communicate between ourselves.

- If you use any method to avoid the Internet wall, which one do you use?

E: Yes

A: There are methods

C: There's technology to...

B: jump, jump the wall

- And do you use them?

C: Not me.

B: I do. It is possible, but sometimes it doesn't work properly because sometimes the government knows about this program and it cannot work then. And we have to search for another program to jump the wall.

- From foreign companies do they offer you any program to do it?

D: No

C: I don't think so

E: I don't think so

A: I think there are right? Because international companies do have twitter and Facebook accounts from China and they do them with some kind of technology

- What are the consequences for you if you get caught using them?

C: But that can't be... because there are a LOT of people using them. (general laughs).

E: There are a lot of people that use this way to jump the wall.

C: If we had to be arrested the police wouldn't be able to because they are very occupied already (laughs).

B: There aren't people that get arrested.

A: There are.

C: Are there?

A: Yes it happens, but I think it happens with national censorship and not international one. When sexual materials are uploaded and so, that is to what the police pay attention to. But if it is only to search information then they don't really do anything.

D: it has to be something that can harm the government or the society.

- And then, you can't publish information about the government?

All: No.

A: Well, you can through computer on a forum. But that is going to be deleted. That is what they do.

- Then you wouldn't post anything that could in any way have this consequences for you even if you were very motivated to do so?

D: No

E: No

A: for our own security.

- If you don't want to use the Internet because what you are going to post can become a risk to you if discovered, what other method do you use to share that information?

A: Orally between friends it can be commented.

E: I think there's no other method than that.

B: Post it and afterwards cancel it very fast. (laughs)

- Is your usage of the Internet in Spain different from what it was in China? Why?

All: Yes.

A: I personally use Google much more than before. To me it is super easy, but in China, well, everyone knows that it doesn't work so well.

- What programmes do you use that you didn't there?

E: Whatsapp, we didn't use it there but we use it here to communicate with Spanish people.

D: Facebook, Twitter...

- How does it affect you relationships with Chinese people?

B: It doesn't really affect us.No lo afecta realmente.

C: I always use what they use too.

D: We also use the ones from there too.

A: We use applications from both parts. We use Wechat for China but here Whatsapp.

C: We only use it with our foreigner friends.

A: We all have different applications with the same uses, everywhere, right?

- Do you think you will be able to stop using them once you are back in your country?

C: Yes.

E: We can't do anything else. (all laugh)

B: (sigh) I want to continue using them.

A: I think we will try to breach a bit of the wall to try and continue using them at first. But little by little we are going to stop using them.

D: Because it is going to be difficult to continue using it.

B: But we have friends in Spain, in Europe, I don't want to lose them.

C: Then with e-mail. (general laughs)

D: Also nowadays many foreigners in Spain use Chinese applications, like WeChat. With these we can communicate with them.

- Here we are also spied on by the governments and companies, our data saved by them to use, for control, security and commercial purposes, however most people don't know about this fact. On the other side you know you are being spied on. Do you think that the knowledge you have about that makes you freer than Europeans or Americans? Why yes or no.

A: I don't really think much about these things. I don't feel I have to be more careful when using the Internet and I also don't understand why the Spanish people do it.

E: I think that it doesn't matter.

- Do you read foreign media while you are in China? If so, what newspapers sites do you frequent?

All: Yes. Sometimes.

- Have you ever read The New York Times, The Washington Post or other newspapers censored in China? Were you aware they were censored?

A: We read The New York Times, there are other applications too to be able to read them. Actually it hasn't really been blocked since we can have access to them from China.

E: They probably just block some articles...

D: I think the situation is better than what you think, the situation in China I mean.

- Would you want to read them if they were blocked?

E: Of course.

A: If I have the intention of reading it, yes. But if I don't give importance to it I won't.

All: Agree

A: I believe that for most people it is the laziness what it stops them from getting to the information they want. The method to jump the wall is always there.

E: on the Internet

A: Yes, the problem is if you search for it or not.

- How about the news of the financial scandals of the government?

C: I believe they are solving them, because I read an article that they are not going to allow the families from politicians to do business like they did until now.

B: Yes, and I have read that the children of the politicians and important people have to go back to China now. That is what president Xi said.

- Did you use Google in China? Which of the services it offers?

All: Yes.

C: Gmail

E: The search engine too

A: But the one from Hong Kong.

D: We only have the one from Hong Kong

A: If we want to use google.es we can also do it. But if you only type google it will be directly google Hong Kong.

E: Yes, it always redirects us.

C: we also use the translator.

A: the drive too.

- How often did you use Google in China? Do you use it more here?

D: I used Google a lot.

B: Me too.

A: Now I use it more

B: in Spain it is more common. When I was in China I always used Baidu because it is easier to search local and Chinese news from there and Google sometimes is not as general in there.

A: And the personal account from Google doesn't work in China. If you only use the search engine it works properly but if you go into your own account, for example Gmail, it goes really slow.

All: Yes, yes.

B: But in Google there is more information, details about the world.

- Google is considered one of the biggest Internet companies in the whole world, which furthermore possesses countless data on its users. When it entered China it began to censor itself because of Chinese policies only in the country going against their own mission and vision. Do you believe that is ethic?

A: Of course not. But if the government has done it the common people won't have many rights to complain about it. Well, legally we do have the right to complain...

B: But for the people that want to know more things the limitation it is not a real limitation, it is

E: It is a motivation for those who want to get the international knowledge. Also it depends on the person, if someone doesn't want to know, to that person it doesn't really matter, but for the people who want to know about things and communicate them to foreigners, and afterwards we want some methods to jump that wall. Or search for another way to do so. It depends on the person.

A: Yes, for the people who want to try it.

E: And understand.

D: Those who have the conscience to learn about things, to find out about them.

A: To those who don't it doesn't matter.

B: But for the people like is it is another matter.

D: Everything is exaggerated. The foreigners think that the situation in China is very bad, however, the truth is that, at the same time maybe it is better. For example you said that *The New York Times* is blocked but we do have access to it. Also there are some aspects that are exaggerated by foreign media and that they are actually not the truth. For example there was an article saying that in Beijing, because of the pollution, we used screens to see the sun and know if it was dawn or dusk, however that wasn't true and the photo of the sun they were showing the world was simply an advertisement.