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Constructive Role of State-Owned Broadcaster in Elevating Economic Development and Peacebuilding: The Case Study of CRI/ (China Radio International) CGTN-Radio, (2024-2025).

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ABSTRACT

Constructive or solutions-focused news is often promoted as a way to lessen the conflicts based news and encourage audience to participate in national development, rather than reporting negative, conflict-driven news. (Djerf-Pierre, M., & Ekström, M. (2025) The study analyzes CRI/ CGTN -Radio news, podcast and talk shows highlighting positive economic frames while suggesting a need for stronger constructive journalism practices in prevailing world economic and peace situation. The thematic analysis of the main themes development, peace, and stability in the programmes of CR/CGTN -Radio (state-owned broadcaster) of China show mostly positive coverage. The programming content reveals that the news coverage of china radio international and CGTN-Radio emphasizes the economic development and peace initiatives of Pakistan and China. This study employs qualitative content analysis. Furthermore, the research highlights the necessity for constructive journalism globally, with a particular focus on China. The results indicate that state media prioritizes solutions to issues, social and economic stability, sustainability, and prosperous development.

Key Words: Internationalizing CRI/CGTN-Radio. Radio Pakistan NCAC, Economic Development, Peacebuilding, News Framing, BBC, CRI, DW, Constructive Journalism

Introduction

Radio programming significantly boosts socioeconomic development by educating passing on timely information to the audience. In this regard China Radio International (CRI) & CGTN Radio through it world service, using their extensive network effectively capturing the global audience and presenting China's-focused narratives of promoting development projects like CPEC and telling the world its advancement in science and technology. CRI/CGTN-Radio programmes like

"Round Table China, Headline News, Global Business, World Today, Global Business, and The Beijing Hour all available worldwide and accessible on CRI-CGTN-radio website, all provide a compressive coverage of Chinese development and reflect its constrictive journalism approach. According to NEXUS IBA (n.d.) radio broadcasting has significantly contributed to socioeconomic development in both Asia and Europe by providing vital information, education, economic support, and social empowerment. Due to their strategic planning and exceptional approach CRI/CGTN is engaged in empowering people living in urban and remote areas.

Wong (2021) argues that the rise of China's international peace activities presents a distinct challenge to established concepts and practices of peacebuilding. The researcher presents China's model of "developmental peace," which prefers to pay attention to economic development and resolve critical issues of communities avoiding change in the infrastructure of local government.

This method is mostly employed in developing nations across Asia and Africa, regions where China's impact is constantly increasing. The author positions this within a broader global transition, suggesting that China, dissatisfied with Western-dominated international norms, is actively contesting them and leading a new style of peacebuilding.

CRI and China Global Television Network (CGTN) Radio (n.d.) reports that it's international radio and podcast and programmes such as *Round Table China*, *Headline News*, *World Today*, *Global Business*, and *The Beijing Hour* are broadcast worldwide and are accessible through the CRI–CGTN Radio website. Among these, *Round Table China*, Cheen Shah-Rahe Tarique Par, CPE are Premier English and Urdu Programmes show, broadcast straight from Beijing. These Programmes highlights latest development of China in the field of economic and science and technology, living culture new trends of shopping, online interaction trends, provide a sense of uniqueness in the life style of Chinese people. The host tells the stories of “journey deep into modern China and its miracle development

Evolution and Strategy of RI/CGTN-Radio to Capture Global Audience

China Radio International (CRI) has strategically expanded its global media footprint, moving beyond traditional shortwave broadcasts to embrace digital platforms like podcasts and talk shows. This growth and integration of State-media of China presents china communist party point of view of China as a beneficent and stabilizing global force. CRI's socioeconomic programming is congruent with national programs such as the Belt and Road Initiative (BRI). For example, podcasts such as "Belt and Road," talk shows such as CPEC Round Up, Beijing Hours, and Zeena Ba Zeena (step by step" or "gradually development"), and Cheen Shahrah-e-Taraqqi per (China: Highway of Development) highlight China's development and trade agreements in various sectors with different countries. This

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narrative clearly links media output to socioeconomic goals, projecting a picture of shared prosperity led by China. (Liu), 2021, p, 48 examines that the talk shows and news analysis of CRI-CGNT-radio speaks high about China progress and perception to promote regional stability. This framing approach by the state broadcasters has placed China as the responsible country and of the prime supporter to “uphold peace and stability in the region”

However, the efficacy of this soft power tool is disputed and scholars considered as “credibility gap” with global audiences. The evident configuration of state broadcaster’s content with state policy can undermine its influence, mostly in in west where media outlets are being operated under independent media regulators and their contents are valued by the audience (Hartig, 2016).

China’s Role as a Mediator.

China has positioned itself as a neutral peace broker, referencing its role in facilitating the Saudi-Iran reconciliation. The peace treaty between Saudi Arabia and Iran, signed in Beijing in March 2023, was one of the peacebuilding effort of China to settle down seven years of rivalry. This step not only valued china worldwide, but also highlighted China’s emerging role in the reconciliation (Zhang, Y, 2024). CGTN highlighted China’s inclination to play a productive role in maintaining peace and stability in the Asian region. Ministry of foreign affairs if China usually appears on CRI/CGTN programmes and justifies China supports the legitimate security concerns of all countries while opposing any actions that escalate tensions. .Mr. Wang Yi Chinese Foreign Minister Wang looks very active in his job to present China as a Mediator for global peace. Wang emphasized China’s position as both a stabilizer and “pillar of regional security. His statements regarding china partnerships with the 25 nations are often highlighted of Sate media websites.

CRI/CGTN-Radio Policy for West and US.

Chinese media often links Middle Eastern conflicts to U.S and softly criticize American policies and offered dialogued based solution for peace and stability and advise to aground its double standards strategies. The Global Times criticized U.S. military aid, stating it “fuels tension,” emboldens Israel, and worsens humanitarian conditions (Global Times, 2023, 2024). Global time(2024) and China Media Group advised Washington's to stop continued favor toward Israel shown in the current conflict has seriously affected the US' international image.

Focus on Humanitarian Concerns.

Chinese media has covered the humanitarian impact of the conflict, particularly in Gaza while avoiding strong condemnations of either side. (CCTV News, 2024) described the conflict as a regional dispute requiring UN-led solutions rather than unilateral actions.

China's permanent representative to United Nations Fu Cong, said that Beijing strongly oppose and condemn the recent irresponsible acts, including Israel's attack on Southern Beirut. China believes use of force no solution rather abuse of force. China avoided direct blame on Iran or Israel. Unlike Western media, which often condemns Iran's missile strikes or Israel's military actions Chinese coverage remains balanced not explicitly siding with either party. These reports indicate China's media strategy reflects its foreign policy priorities based on promoting multi-polarity advocating diplomatic solutions and avoid direct involvement).

Themes: CRI/CGTN-Radio World Service Coverage.

Impartiality: CRI world service mirrors Beijing's stance, urging Iran and Israel to de-escalate. China's diplomatic initiatives, led by Foreign Minister Wang Yi, emphasize a "political solution" and UN mediation to resolve tensions.

Framing of US Narratives

Criticism of U.S. and Western Policies. CRI/CGRTN-Radio criticize US interference in Gaza and Middle East and Venezuela with caution. CRI World Service supports China's stance on Iran and Israel, advocating for dialogue, a political solution, and UN mediation to reduce tensions.

Humanitarian Impact. CRI Urdu shows sympathy with has covered civilian misery happened in Gaza and unrest in the region, and avoid direct criticism and used words "external powers" for fueling tensions.

Present China's Role as a Mediator. State media of China under CMG (China Media Group) aired reports which showed China's role in mediating the Saudi-Iran deal and suggest potential involvement in facilitating dialogue in regional conflicts and avoid direct blame on Iran such as Iran Missile attack on Israel and in reaction Israel attack on Iran's consulate in Damascus.

Overview of CRI-CGTV-Radio

China Radio International (CRI): Structure and Mandate

China Radio International was established in 1941 and now CRI broadcast programmes in 66 languages and ranked one of the top international broadcaster. Basically CRI/CGTV-radio advocate the narrative of Chinese Communist Party

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(CCP). CRI's transmission network comprises MW (Medium waves, Short waves, FM broadcast and webcasting (internet broadcasting with digital streaming and its presence on social media platform. (Shambaugh, 2023).

Amalgamation of CGTN AND CRI

Later on CGTN and China Media Group (CMG) integrated in 2018 with the aim to present China soft power worldwide through State owned communication network.

The restructuring centralized control under the CCP's Central Propaganda Department, (Brady, 2019). This combination enabled resource-sharing, with CRI journalists supporting CGTN, forming a cohesive "national team" for effective global messaging. Within CGTN will be international television arm, and while CRI serve as audio medium of multilingual digital content (Zhang & Rauchfleisch, 2022). The merger of both media entities. The merger empowered resource-sharing, with a unified "national team" for global messaging (Zhao, 2023).

China's State-Controlled Media Ecosystem

CMG (China's media) which control whole works media groups works under strict control of Chinese Communist Party with define SOPs (Standard Operating Procedures. (Xinhua, 2021).

Key Entities Include

- Xinhua News Agency: The state wire service with 180+ global bureaus.
- People's Daily: The CCP's flagship newspaper.
- CMG (CRI/CGTN): The integrated international broadcaster (Shirk, 2022).

All are funded by the state and answer to the Central Propaganda Department, which enforces content alignment with CCP policies (Hassid & Repnikova, 2020). Their Editorial guidelines stress on "*positive propaganda*" and avoid conflict and critical reporting on topics like Xinjiang or Taiwan (Freedom House, 2023).

Global Promotional Strategy

CRI and CGTN deploy region-specific content, such as Swahili programs for Africa and Hindi services for India (CRI Annual Report, 2023). They dominate social media (e.g., CGTN's 200M+ YouTube views in 2022) despite platform bans in China (Reuters Institute, 2023). AI-driven tools, including virtual news anchors, personalize content for target audiences (Zeng, 2022).

Strategic Messaging

Content of programmes are centered on s Soft Power diplomacy, Promoting Confucius Institutes, Belt and Road Initiative (BRI), and cultural festivals. (Hooghe, 2021).

Counter-Western Narratives, which disprove china human rights violation if any and framing China as a "caring global leader" (King et al., 2020).

Partnering with foreign media (e.g., CGTN's co-productions with RT) and placing advertorials in The New York Times (Bandurski, 2022).

According to an article on CRI Urdu (2024), CMG participated in 3rd Global Media Conference held in Abi Dhabi On 6th November, 2024. Chinese media, China Media Group has set up its own special booth at this conference. With its strategic pattern of "5G Plus 4K / 8K Plus AI" and the integration process of "Thought Plus Art Plus Technology" the main focus was to show the world entrepreneurs and visitor the achievements of the latest scientific and technological innovations in the field of artificial intelligence media application and ultra-high-definition production and broadcasting of 8K have been shown. Chang E. Ming, China's ambassador to the UAE, said this year's exhibition highlights the achievements of Chinese media in artificial intelligence and some of the latest media technologies, and also reflects the openness, cooperation and trust of Chinese media. It is hoped that in the future, the media of the two countries can use the platform of the Global Media Conference to further deepen all-round cooperation between China and the UAE and enhance people-to-people ties between China, the UAE and the Arab countries.

Infrastructure Expansion

China funds FM relay stations in 50+ countries and satellite TV distribution via ChinaSat (Hartig, 2016). CRI's "Radio China" app and CGTN's streaming platforms target younger demographics (Statista, 2023). Lissovolik & Vinokurov, 2022

Controversies and Challenges.

CRI/CGTN face accusations of disseminating propaganda, leading to regulatory pushback. In 2021, the UK revoked CGTN's license for editorial control by the CCP (OFCOM, 2021). The U.S. designated CRI and CGTN as "foreign missions" in 2020 (U.S. State Department, 2020). Trust in Chinese media remains low in Western democracies (16% in the U.S.; Pew Research, 2023), though influence grows in Global South nations (Lissovolik & Vinokurov, 2022).

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Overview of (CRI) Programmes.

China Radio International (CRI) is an essential part of CMG and broadcasts in multiple languages and uses numerous platforms, including shortwave radio, AM/FM, and streaming media. The 24-hour schedule is particularly relevant for their English service, which aims to provide news and information about China to listeners worldwide. CRI/CGTN-Radio also target toward South Asian audiences, China Radio International (CRI) broadcasts Urdu-language programs aimed at fostering mutual understanding and cultural exchange between China and Urdu-speaking audiences, particularly in Pakistan. These programs cover a range of topics, including news, cultural discussions, and developments in China-Pakistan relations. As Multilanguage website, CRI in its world service broadcast programmes in 65, all available online. All programme present Chinese communist party narratives based on capture the world with trade and political influence. To achieve this goal CRI used extensive social media platform.(Chen, C. C., Colapinto, C., & Qing, L. (2010)

CRI Urdu Service, which targets Urdu-speaking audiences in Pakistan, India, and other South Asian regions, has covered the Iran-Israel conflict in a manner consistent with China's official stance emphasizing neutrality, de-escalation, and criticism of Western (particularly U.S.) involvement in the Middle East. CRI Urdu has urged both Iran and Israel to avoid escalation and frames the conflict as a consequence of U.S. direct interference in the Middle East and emphasized on developmental programmes.

In an Urdu broadcast of CGTN dated 27th June, 2025 China's Ambassador to the United Nations appeals to protect the UN's central system. Addressing a commemorative conference on the 80th anniversary of the UN Charter on the 26th, China's Permanent Representative Fu Chong called on the UN Charter on the 26th. In a CRI Urdu online broadcast China urged to collectively work for developmental programmes. In a review titled ““China's strong commitment to promoting common development “on CRI Urdu online website, China emphasizes that joint global development depends on improved global governance. It advocates for stronger global economic partnerships to enhance macro-policy coordination and unlock global growth potential. China sees the G20 as a key platform for driving these improvements and pledges to contribute actively to global governance and shared development (CRI Urdu November 11, 2024).

CRI two popular programmes broadcast in Urdu language are **Zeena Ba Zeena:** (Step by Step Development of China's Development) and **Cheen Shahrah-e-Taraqqi per.**

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Detail Programme schedule of Urdu programme.

Day	Program Title	Focus/Theme	Segments/Details	Target Audience
Monday	Cheen Shah-Rahe Tarique Par	- China's advancements in economy, infrastructure, and international relations. - Belt and Road Initiative.	- News Review: Role in BRICS, Xi Jinping's leadership, Pakistan's potential benefits in BRICS. - History As We Know It. - Twitter Trends, What Is Today.	Policy makers, students of international relations, and general listeners interested in global affairs.
			- National News: BRICS Summit, Commonwealth Summit, Parliamentary sessions, marginalized communities uplift efforts.	
			- International News: Medical aid to Lebanon, SCO cooperation. - Sports News, Health Updates, Weather, Space, and Technology.	
Tuesday	Health and Science Magazine	China's advancements during Covid-19, including innovations by Chinese scientists like the Artificial Moon project.	- Discusses achievements of the Chinese Communist Party and science-related topics.	Science enthusiasts, healthcare professionals, and students.
Wednesday	Zeena ba Zeena	Highlights China's year-long scientific and technological achievements.	- Focuses on innovation and development.	Researchers, academicians, and tech-savvy individuals.
Thursday	Dareecha e Saqafat	Emphasis on China's cultural preservation efforts and literary achievements.	- Includes daily slot Qadreh Mustriq (Joint Effort).	Art and culture enthusiasts, writers, and literature students.
Friday	CPEC Round-Up	Provides updates on the progress and developments of the China-Pakistan Economic Corridor (CPEC).	- Insight into infrastructure and economic projects.	Business professionals, economists, and policymakers.
Saturday	Saturday Special	Features	- Focuses on	General listeners and

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		interviews with diverse personalities offering perspectives on China.	individual stories and experiences.	individuals interested in diverse perspectives on China. Only preview of programme will be provided
Sunday	Sunday Brunch/Beijing Lounge.	Discusses environmental issues and solutions.	- Collaboration between Radio Pakistan and CRI Urdu Service promoting regional peace and stability. (Bashir, 2024).	Environmentalists, NGOs, and general audiences interested in sustainability.

Zeena Ba Zeena: (Step by Step Development of China’s Development)

(According to Karim, (2025), a foreign expert of CRI, the idea of this program was conceived by him and continue till date. It was decided by the management of CRI that this program would go on air on every Wednesday from January 2017 with the scope to highlight the development of China in different sectors. In this talk show the new innovations, research, initiatives by Chinese individuals and institutions are discussed. The interviews of Pakistani students who were doing PhD's in different disciplines were included in the program. The latest development in agriculture, livestock, medicine, engineering and other sectors was discussed in the program with facts and figures

Cheen Shahrah-e-Taraqqi par. (China on highway of Development)

Cheen Shahrah-e-Taraqqi par is a popular program of the **Urdu Service of China Radio International (CRI)**. The program presents news and analytical discussions on China’s development and achievements, along with in-depth coverage of matters related to the **China–Pakistan Economic Corridor (CPEC)**. The program usually air the programmes related to the following themes:

- **China’s Economic Development this segment present** China’s current economic situation and it’s the impact of its growth on the global market.
- **CPEC Projects covers** he progress, benefits, and challenges of projects being implemented under the China–Pakistan Economic Corridor.
- **Cultural and Social Exchanges this part of programme focus on** cultural relations, educational cooperation, and people-to-people contacts between China and Pakistan and neighboring countries and the programmes ends on **Latest News and** commentary on recent events and achievements in China.

CGTN-Radio Programmes Categories

CGTN-Radio programmes are divided into several categories. Some popular programme under each categories are mentioned as below.

Featured Section (Podcasts) comprises the following programmes.

Stories of Xi Jinping; Highlight the. This programme discovers Xi Jinping's vision and his experiences to while serving in several government positions at different stages across China, The programme also enlightens the core philosophies of Xi Jinping's decisions and actions taken as a national leader. (CGTN Radio, n.d.)

World Today: This programmes provide the stories behind the headlines and **present** in-depth analysis through discussion on domestic and global issues. (CGTN Radio, n.d.)

Round Table China: This is a popular English radio/podcast show broadcast from Beijing and discuss, what's going on Internet world, and the streets of China. (CGTN Radio, n.d.).

Made in Ancient China: Is a Popular Cultural Programme, and Trace how China's timeless creations journey across borders and centuries, shape cultures, and connect worlds along the way.

The Beijing Hour: presents breaking news, business, up-to-date sports, and the hottest entertainment happenings, from the unique Chinese perspective. (CGTN Radio, n.d.)

News and Politic Section Contains the Following Programmes.

Headline News: According to Headline News (CGTN Radio, n.d.), the programme delivers the latest news updates from China and around the world through short, feature-style audio content available on the CGTN-Radio website. radio.cgtn.com

Climate Watch: present climate sloping points that loom large on the horizon. **This programme further discuss the important meeting of Chinese leader with the global leadership to cope with the decorating situation due to** and need for collective efforts in undertaking the critical issue of climate change and its effect on human life.

Chat Lounge: Designed as a casual talk-show format where reactions to news and hot issues. In fact this programme offer commentary and discussion on

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major global events and topical issues in a relaxed, conversational format. The format encourages a nuanced exploration of complex topics, creating an accessible space for listeners to understand not just what is happening, but why it matters and how different perspectives interpret it.

Society and culture covers the Following Programmes

The Bridge which is a podcast focused on building bridges between the East and the West. The show goes beyond the headlines to the lifelines, with conversations that inform, entertain and inspire listeners from the opposites of the world.

Other programmes according to CGTN Radio includes **Footprints** which represent today's China and the efforts of 1.4 billion Chinese people who brought made China a giant economic hub. Other programmes in this category include, Takeaway China, China podcast and the yellow River Mosaic.

Beside, all above **Art section and Audiobook** of CGTN-Radio comprises five popular programmes each which speak loud about development in art and culture, expansion of their film industry and their exchange programmes with other broadcasters. Arts and Audiobook sections of CGTN-Radio broadcast multiple popular programmes that emphasize cultural development, the expansion of China's film industry, and media and cultural exchange initiatives with international broadcasters.

All CRI/CGT-N Radio programmes are accessible on **CRI/CGTN-Radio (Urdu Radio section)** or the **official CRI Urdu website** and generally updated on a daily basis.

Evolution of State-Owned Media in China Ideological Origins

China's state-run media outlets, are tools used by Chinese Communist Party since its establishment back in 1949. The purpose defined in mandate is promotion of Chinese ideologies and to protect the interest of communist regime and their guidelines. China media group is a centralized hub of Maoist and post-Mao periods and actively working under communist party propaganda wing. (Zhao, 2008; Stockman, 2013).

Transition to Soft Power Communication

With economic reforms initiated under Deng Xiaoping in 1978, China gradually transitioned towards utilizing its media for **soft power diplomacy** (Nye, 2004). Especially post-2008, Chinese state media adopted a more nuanced global

communication strategy, focusing on *cultural outreach* and *non-confrontational narratives* to enhance its international image (Shambaugh, 2013; Brady, 2009).

Role of CRI and Radio Pakistan Dosti Channel FM98, A joint Venture.

China Radio International (CRI) and launched Dosti Channel FM 98 was launched in Pakistan on 19th December 2016 with the following aims: (Radio Pakistan, 2017).

- Support each other narrative and expand cooperation between CRI and Radio Broadcasting bilingual programs in Urdu, Chinese, and regional languages.
- Promoting cultural harmony, youth engagement, and women empowerment;
- Disseminating stories about CPEC, technological cooperation, and local development.

The evolution of state-owned media in Pakistan and China illustrates a profound transformation from ideologically rigid and adversarial communication to a model centered on constructive journalism and development discourse.

Literature Review

The importance of radio in communication network is undeniable. Radio has played a important role in the advancement of Asian and African countries. Its cost effectiveness and availability of mobile gadgets made this medium further powerful. In education outreach Japan Radio (NKH) has been extensively used for educational purposes, providing lessons and information to remote and rural areas where access to formal education might be limited. With the whole world going digital Japan remained on top and providing one the best school broadcast programme to school children to equipped them for future challenges (Kodaira, & Watanabe.2013).

BBC originate programme on its world service under the title BBC Business, with the purpose to capture business community. This daily slot covered many topic like, America success story, *Brazil's agricultural boom*, *Why is olive oil so expensive?* *Latin America and the Asian tiger economies*. Just one slot of Programme Business Daily so far brought sustainable change in many African, Latin America and central Asian countries.

Safdar, (2021) opined that the local roots of Chinese engagement in Pakistan noted that China-Pakistan media ties have been expanding. Chinese engagement in Pakistan has strengthened media ties, with China collaborating with local media houses and journalists to disseminate its message effectively. Efforts to enhance relationships between Xinhua and Pakistani media are in early development,

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aiding Beijing in reaching a wider audience. Joint training sessions aim to create a favorable image of CPEC and China-Pakistan relations.

Radio programmes of Vietnam and Thailand, have been instrumental in spreading information about combating diseases like malaria and HIV/AIDS in recent past. Public health campaigns broadcast over radio have been crucial in promoting hygiene, vaccination, family planning, and disease prevention.

China has revised its centric policy and has put-aside conflict creating motives and has adopted “going out” policy, with the purpose to promote Chinese ethos, language globally. China Radio International (CRI) at present is more accessible than its Western counterparts such as BBC.

CRI (China radio International Programmes) focused on agriculture and provided useful guidelines regarding farm mechanization. The programmes have helped farmers adopt better farming techniques, understand market trends, and improve productivity. The economy of China has been accelerated with steady pace because of state-owned radio programmes on socioeconomic development on regular basis. The same practice was adopted by Indonesia.

Cultural preservation and promotion are pivotal for the identity and development of any society. Radio communication role in creating harmony and peace in Nigeria among ethnic groups and preservation of its cultural inheritances is remarkable.

Ditlhokwa, Kisakye, Demuyakor, and Hodor (2023) claim that China’s vigorous media supervisory role has played a key role in endorsing constructive journalism, which in turn supports national development goals. He argues that Chinese state media like CRI/CGTN-radio and their development-oriented content for both domestic and global audiences are main source of China’s recent shift from controversy to dialogue based solution of issues. Today China’s socio-economic development has gained global recognition, with the press reflecting its vital role during this social transformation. (Wen, 2021).

In 2022, Pakistan ranked 145 out of 146. The reason includes, the state owned media (Radio Pakistan) has no fixed slot for critical issues of society and business development programmes. On the other hand CRI is well equipped and very well managed. (Sheikh et al, 2022).

Previous study on learning language reveals that children learn fast on digital platform. In this context, the China Radio International (CRI) Urdu Service programme “Let Learn Chinese (Aliya Cheeni Sekhain)” serves as a positive counter-model within the digital media environment. (Hassan et al., 2024)

Sheikh et al. (2024) highlight that cartoons and animated films occupy a significant portion of children’s viewing time and can influence their psychology, social behavior, and engagement with the digital world. Addressing these concerns constructively, CRI’s Urdu programme *Dareecha-e-Saqafat* contextualizes global media content by promoting cultural awareness, positive values, and responsible

media consumption, thereby offering an alternative narrative that supports healthy social learning and cultural understanding among audiences.

What Pakistan state media Radio Pakistan is doing recently to capture global audience China has done long ago both in programming and technologically (Sheikh et al., 2023)

Husain (2015) opines stories of recovering social issues and new technology for new business are regular beats of All India Radio and China Radio International. Pakistan state media is part has not fix slot for business programme except NCAN (News and Current affairs channel) offers of Radio Pakistan broadcast daily programmes titled *Perspective and Business world*

The media are strong driving power which impact on our daily life, and its use in the promotion of existing business and finding new business market is increasing. Many studies have been conducted to find the media role in national development. Media presentation either produces both negative and positive effects, which sooner or later ultimately impact individual's attitude and performance. (Meredith, 2014).

Over the past 50 years Chinese economy remained unstable. The development Chinese media in last 20 years and its global impact of china as a soft power is a classic example of the recent ICT (Information and Communication) era. They used the media as a dynamic force through their public broadcasting sector. (CRI) China Radio International changed the perception of Chinese through Radio Programme. 'By shifting the focus from problems to solutions, china media group (State-owned Media network) contributing more informed programmes and engaging people to work collectively with optimistic vision for sustainable development and progress'. (Bashir, 2024). Personal communication

The BBC in its Radio program, broadcast on channel 4 of under the title 'In Business' motivate young entrepreneurs, scholars and youth. 'This programme is based on economic activities and portray the new technologies which is being used to develop traditional and e-business around the globe. BBC Radio 4 is a Weekly Programme 'The Apprentice (UK)' is based on business competition among teams of young entrepreneurs. It is a business reality programme, in which different teams show their abilities to present a business plan which benefits the company and the nation as a whole. The team that presents a feasible business plan get a prize of the remuneration of £100,000. This program has produced a competitive environment in young entrepreneurs in the UK business industry (Malik, 2017).

Building on Galtung's framework, Lynch and McGoldrick (2005) contend that peace journalism embeds the insights of conflict analysis and transformation into routine journalistic practice. This approach emphasizes caring story framing, the careful and accountable use of language, and editorial decisions that encourage nonviolence and creative problem-solving, while still upholding core journalistic standards of accuracy, balance, and fairness. By doing so, peace journalism helps create a media environment that supports peace initiatives and peacemakers, ultimately enhancing the likelihood of sustainable peace.

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Objective of Study.

The study analyze the role of international and national radio broadcasters in promoting socioeconomic development and peacebuilding. Using a comparative case study approach, this study will focus on China Radio International (CRI), CGTN-Radio, and Radio Pakistan from 2024 to 2025. The specific objectives are as follows:

1. To examine the editorial strategies and content frameworks used by CRI and CGTN Radio, with particular attention to how constructive journalism principles are operationalized within their programmes.
2. To analyze the thematic emphasis of socio-economic content across CRI, CGTN Radio, and Radio Pakistan, focusing on the framing of business, entrepreneurship, and development initiatives, including projects such as CPEC, for diverse audiences.
3. To examine the connection between programming content and peacebuilding narratives, investigating how these broadcasters conceptualize and communicate themes of regional stability, national cohesion, and cross-border cooperation.
4. To assess the perceived role and influence of these radio stations among key stakeholders (e.g., media analysts, regular listeners, development professionals) in driving social change and shaping public understanding of development and peace issues.

Theoretical Framework

The primary, operational framework for analyzing how content is produced is as under. The framework provides the specific lens to analyze the editorial strategies of CRI/CGTN-Radio by understanding and using the following theories.

Constructive Journalism: It is a more established frameworks for journalism practice. “Constructive journalism” is a broad term for approaches which reject conflict based reporting and present a soft approach of solution oriented reporting with social responsibility of all stakeholders. (Bro and Gyldensted, 2021).

Constructive journalism aims to provide a more balanced and solution-focused approach to news reporting instead of solely focusing on problems. This theory plays a vital role in research. Theory provides explanation, understanding, and meaningfulness to research. Haagerup. U (2011) introduced the concept of Constructive Journalism

Social Responsibility Social Responsibility: In 1965 the great philosopher, scholar and researchers Siebert, Peterson, and Schramm introduced this theory in 1956 with the following features:

- According to this perspective every citizen young, old, literate, illiterate are equally responsible for carrying out their civic obligations and their acts must advance the interests of society as a whole.
- Almost all PSB (Public service Broadcasters) employ this theory in preparing their programmes. Constructive journalism is sub branch of this theory which talk about problem solving reporting.

Agenda-Setting and Constructive Journalism: Constructive journalism can utilize the principles of agenda-setting to focus public attention on solutions, opportunities, and progress rather than problems alone. In case of my study CRI/CGTN-Radio world service apply third level agenda which emphasizes how media link different issues together, forming a network of interconnected ideas that influence public perceptions. For example, news coverage might link economic development, bring peace and harmony by bring policy reform, creating a consistent understanding of these topics in the audience's minds. Media can shape public opinion through positive framing promote hope and constructive action rather than despair or fear.

Framing Theory (Erving Goffman, Robert Entman). This is my essential methodological tool for the content analysis across all objectives. Using this theory I will systematically identify the dominant frames used by the CRI/CGTN-Radio in their programmes.

Methodology & Data Collection

The study adopts a qualitative methodology. The sources of data collection includes, semi-structured interviews with a purposive sample Radio Pakistan and CRI/CGTN-Radio producers, monitoring of CRI/CGTN-Radio programmes, and in-depth interviews with programme producers. Secondary data includes online material from website of CRI and CGTN-Radio, related research articles, books, and official reports and statements. The gathered data would be analyzed using both qualitative approach, allowing the researcher to gain a comprehensive and in-depth understanding of role of media in construction of social networks and developing relationships within communities by providing platforms for interaction, and bringing peace and stability, leading to Socioeconomic development.

Data Collection.

Content Analysis: Broadcast content from both Radio Pakistan and CRI.

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Case Studies: Used to assess the perceived impact of these media platforms. (BBC, VOA, DW, Radio Pakistan)

Data Analysis

This study adopts a qualitative approach to analyze how radio broadcasting play it vital role to bring social change and economic development through content framing and thematic emphasis. The analysis focuses on following elements

1. To examines the role of media in constructing social networks by exploring how radio programmes facilitate connections among audiences by sharing shared narratives, values, and experiences.
2. To investigates the media's role in facilitating community interaction, particularly through discussion-based and feature programmes that encourage dialogue, participation, and cultural exchange.
3. The study examines how State-owned Broadcaster in China contributes to promoting peace, stability, and socio-economic development by highlighting development initiatives, by putting aside conflict reporting and adopting constructive journalism practices. In this regard inductive Approach would be adopted and evaluating the role of state-owned broadcasters in driving social and economic change.

Findings

Through qualitative analysis of selected programmes and themes mentioned in CRI/CGTN-radio several key findings emerged. This study finds **China Radio International (CRI), CGTN Radio, and Radio Pakistan through its broadcast has brought** a significant change role in the life if Chinese people and has played a pivotal role in National development and integration.

Promotion of Socioeconomic Development Narratives

The findings showed that radio programming considerably supports to socioeconomic development by **educating viewers and listeners by propagating timely development-focused information**. CRI and CGTN Radio, through their extensive World Service networks, successfully done this job and promote China's vision and it development in science and technology field.

In its News and Politic and Podcast sections which covers *Round Table China, Headline News, Global Business, World Today, Business World, and The Beijing Hour*, all accessible via the CRI-CGTN Radio website, offer comprehensive coverage of China's development agenda. These programmes frame initiatives like the **China-Pakistan Economic Corridor (CPEC)** as symbols of shared progress, regional connectivity, and long-term economic

stability. This approach reflects a **constructive journalism model**, emphasizing solutions, cooperation, and future-oriented development rather than conflict-centric narratives.

Strategic Narrative Building through International Broadcasting

China thoroughly promotes its national narratives to influence international perceptions aligned with its priorities. CRI and CGTN Radio are key tools, using its global media network, multilingual services, and digital platforms. Efforts include media collaborations, diplomatic engagement, and partnerships, enhancing China's visibility as a development-oriented global actor. Study reveals that such combined approach of communication under well-defined policies adopted by the state broadcasters placed a respectable position of China around the world.

Constructive and Peace-Oriented Coverage of International Conflicts

The findings further demonstrate that CRI Urdu Service and CGTN Radio maintain a neutral and peace-oriented force and its coverage of the Iran–Israel conflict remained as under:

- **De-escalation and restraint**
- **Multilateral diplomacy**
- **Dialogue-based conflict resolution**

China's Role as a Mediator and Advocate of "Developmental Peace"

China is frequently depicted as a neutral mediator and stabilizing force in international conflicts through CRI and CGTN Radio coverage. The successful facilitation of the Saudi-Iran reconciliation in 2023 is often cited to reinforce this image. Statements from Chinese officials, especially Foreign Minister Wang Yi, emphasize support for legitimate security concerns, opposition to escalation, and the advocacy for diplomatic solutions. This aligns with the "developmental peace" model, which prioritizes economic growth and stability without interfering in domestic governance. CRI coverage underscores that peace is linked to development, trade, and regional connectivity rather than military dominance.

Critical Framing of Western Policies and Emphasis on Humanitarian Concerns

Additionally, the study reveals a critical framing of Western policies by CRI and other state media. U.S. and Western interventions in the Middle East are softly critiqued as contributors to instability, yet this critique is measured and couched within calls for diplomacy. CRI Urdu pays particular attention to humanitarian issues, highlighting civilian suffering in conflict zones like Gaza, and emphasizes international law and UN-led peace solutions while avoiding explicit

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condemnation of Iran or Israel. This balanced perspective distinguishes Chinese media narratives from more polarized international coverage.

Alignment of programmes with Constructive Journalism Principles.

Overall, the findings suggest that CRI and CGTN Radio adhere to constructive journalism principles, focusing on peace, dialogue, and development while steering clear of sensationalism and conflict-centric narratives. The conclusions point to CRI/CGTN Radio functioning not merely as a broadcaster but as a strategic communication platform aimed at fostering peace-building, socio-economic development, and promoting China's global vision. The China Radio International Urdu Service provides extensive coverage across various topics, including national and international affairs, development, and culture. *Programs like Cheen Shah-Rah-e-Taraqqi Par and Health and Science Magazine* deliver news focusing on China's role in BRICS, Xi Jinping's leadership, and potential benefits for Pakistan from BRICS membership. Coverage also includes national events such as parliamentary sessions, medical aid efforts to Lebanon, and cooperation under the Shanghai Cooperation Organization (SCO). Regular features include sports news, health updates, and discussions on scientific progress, emphasizing infrastructure development and economic initiatives, while reinforcing themes of cooperation and collective advancement. The partnership with Radio Pakistan further emphasizes a shared commitment to promoting regional peace and socio-economic development.

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