



# WESTERN IMAGES OF CHINA

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*Media representations of Chinese attempts to invest in Saab*



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## **Abstract**

*The aim of this thesis is to describe Western images of China by focusing on media representations of Chinese attempts to invest in Saab. Theories of media representation, orientalism, racialization and stereotype are applied and used in the qualitative discourse analysis in order to find out if there are orientalist and racialized stereotypes in the material. The findings show that there are orientalist stereotypes and racialized stereotypes presented in the material. The analysis also sums up that China is a country whose people are represented to be adaptable and to have amazing productivity, since China has cheap labor power and lax labor law. Furthermore, China is represented as a country whose financial power is strong and solid, Western media characterizes China as a threat. Moreover, Chinese negotiators who went to Sweden to negotiate not only are represented as full of ambitions, but also they are seen as the saviors for Western companies which are on the verge of bankrupt. This thesis contributes to the literature by filling the gap about the Chinese attempts to invest in Saab, which is characterized by Western media.*

Key words: media representation| orientalism | racialization| stereotype | images of China

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# 1. Introduction

Saab is a Swedish automobile manufacturer. Due to its stylish designs and well performance sedans, Saab has won a great brand reputation, especially from the 1970s onward. However, since 1982, Saab has passed three depressions since it was in severe financial difficulties for a long time. As time passed, the company was acquisitioned by General Motors during the 1990s. Until 2008, by the effect of financial crisis, General Motors was on the verge of bankruptcy. After General Motors declared bankrupt in 2009, the directors were planning on selling or shutting down the Saab. This made the company's financial problems even more terrible. Thus, the company intended to find possible investors or buyers. In the same year, Beijing Automotive Industry Holding Co Ltd (BAIC) which is a Chinese state-owned company acquired intellectual property rights and production equipment from Saab Automobile. And in 2010, Netherlands-based Company Spyker Cars acquisitioned Saab, and a new Saab-Spyker Cars brand named Swedish Automobile went on the stage.

Swedish Automobile planned to move parts of their manufacturing process to China. However, under Spyker's ownership the problems of Saab didn't ease. Finally it was sought out again for leaving the burdens to save the company. The major buyers were from China, such as Great Wall Motor and Hawati Motor, but all of them failed to purchase Saab at first. Because everyone thought it was clear that bankruptcy is the only destination of Saab. But in late October 2011, the two Chinese companies, Zhejiang Youngman Lotus Automobile and Pang Da Automobile Trade agreed to purchase Saab. Lots of people believed that the company was saved. However, this purchase attempt was blocked by General Motors which retained an effective veto on any deal by the ownership of key patents of Saab. Therefore, Saab had to go into bankruptcy in December 2011.

Along with China's economy rise rapidly in recent decades, the Chinese outward purchasing power expand gradually. In today's world, China becomes an economic power, and the status of China is rising obviously as well. China's rise has shocked the world; it becomes a focus of attention. As a result, there are large numbers of Western media represent different images of China.

As a consequence, it would be very interesting that we could write a thesis concerns the Western media representations of the Chinese attempts to invest in Saab. In the field of social research, the study of social transnational economic event is important

and widely concerned. Moreover, in today's society, media plays an important role in social research. Media, in short, is the code to what ultimately represents our acceptable social phenomena and the essence behind them (Brooks and Høbert, 2006: 297). Both the understandings of this event in Western media and our consumption-oriented, world outlook are disseminated by media (Brooks and Høbert, 2006: 297). In some of the Western media, it is portrayed that the motivation behind Chinese companies is Saab's technologies, market, etc. But the questions of why Western media interpreted the event like that and how the Western media constructed the event of the Chinese attempts to invest in Saab remain to be answered.

By using discourse analysis, the general aim of this thesis which is Western images of China by focusing on media representation of the event can be generalized. In the following paragraph a more detailed description and analysis is presented to answer the above questions above which containing the questions we mainly concerned.

First, the thesis starts with discussion about previous literature on three aspects in the second chapter to provide sufficient background information to find a scientific gap in this field's studies. The next chapter is theoretical approach, we describe the theories used in this thesis and how we apply those theories. We outline the theories of social constructivism along with media representation, orientalist stereotypes and racialized stereotypes in such sequence. The theories on orientalist stereotypes and racialized stereotypes are divided into three themes which are used in the analytical framework. The next chapter is clearly stated specified aim and research questions of the thesis. The fifth chapter is where a discussion about methodology is made. We then discuss case study design and case are chosen as well as what method for collecting and method for analyzing data are used and why our choice is the best option among all. The method of qualitative discourse analysis is used to analyze Western newspaper articles in the chapter of analysis, in order to find the results of the collected data. Finally, the chapter of conclusions, summary of findings from the analysis, presented as a clear answer to the research questions, and discussed the implications of the findings for social research, and any suggestions for future research.

## **2 Literature review**

In the modern time, Chinese economy is becoming more and more globalized. An increasing number of scholars tend to be interested in researching the field of China's financial power (e.g. Laurenceson, 2008; Yuen and Zhang, 2006; Laufman, 2010). What's more, there are lots of Chinese experts have written about China's financial

power as well (e.g. He, 2010). However, Chinese research papers on China's financial power mainly focus on the perspective of Chinese itself (e.g. Zhang, 2004). Nowadays, in our mediated society, much of what comes to pass as important is based on the stories produced by media institutions (e.g. Brooks and Hébert, 2006:297). Hence, the perspective of media can be considered into the future research. In order to make the literature review clear and logical, it is divided it into four parts: the China's financial power, the car industry, the media and the gap.

## **2.1 China's financial power**

At the beginning of the 21th century, China has stood as a major global power (e.g. Kurlantzick, 2007). Chinese foreign investment is one of important aspects to illustrate the China's financial power. A number of scholars have been investigating the area of Chinese foreign investment (e.g. Laurenceson, 2008; Yuen and Zhang, 2006; Laufman, 2010). Previous literatures on Chinese foreign investment can be divided into two questions: First, which countries does China invest in? And what are the motivations that China invests in other countries.

This research has shown that many scholars have tried to map out the countries which China invest in (e.g. Laurenceson, 2008; Yuen and Zhang, 2006; Laufman, 2010). From the perspective of geography, China investing countries includes: Australia, Africa, Japan, Korea, Canada, Sweden and so on. Laurenceson (2008) investigates Chinese investment in Australia. This research mainly focuses on the economic relationship between Australia and China. And it also generalizes the major characteristics of Chinese investment in Australia ( Laurenceson, 2008:87-94); Yuen and Zhang (2006) trace the development of China's outward direct investment (ODI) policies and finds the current condition of Chinese outward foreign direct investment (FDI) in Canada (Yuen and Zhang, 2006). Laufman (2010) investigates Chinese investment in Sub-Saharan Africa, China's relevant policy-making strategies (Laufman, 2010).

What are the motivations that China invests in the other countries? Buckley et.al (2007) mainly notes two motivations lead to attract Chinese FDI, one is the foreign market seeking FDI and the other one is resources seeking FDI (Buckley et. al, 2007:4- 5). Laurenceson (2008) indicates that China invest in Australia due to the shortage of China's raw materials and the pressure on exchange rate increasing. Chinese government employs "Go-Abroad" policy to encourage Chinese companies to invest abroad directly (Laurenceson, 2008:91). Yuen and Zhang (2005) point out that the reasons for why China makes ODI which is not only for exploiting energy, but also the benefits made by overseas investment (Yuen and Zhang, 2005:6). Ivar and

Arne (2009) figure out that overseas investment is a way to obtain technologies from foreign companies. Through investing in foreign companies, the local natural resources will be exploited more efficiently (Ivar and Arne, 2009:1). Furthermore, Cheung and Qian (2009) figures out that the motivations of China's ODI are market seeking and resources seeking (Cheung and Qian, 2009).

The previous literatures on China's financial power give us a good starting of thesis. They have contributed a clear situation to Chinese outward foreign investment. It is not only concentrated on countries which China invests in, but also focused on the motivations of China attempts to invest in other foreign countries. Furthermore, in the following paragraphs, the car industries which China invests in will be focused on.

## **2.2 Car industry**

There are researches have been done on the economic development of China, and the world trade often referred to as globalization (Kurlantzick, 2007). There are numerous kinds of industries China invests in. Under the circumstance of research we study, car industry should be focused on. Baker (2007) argues that China's car industry will sweep away Western car manufactures like an economic tsunami (Baker, 2007:1-20).

*Nowadays, the struggling car makers of Australia, and indeed car makers around the world, will have to deal with a large quantity of cheap, quality, new cars and car components hitting auto markets, and the impact of those cars on the industry will be as sudden and as forceful as a tsunami.* (Baker, 2007:23)

According to the sentences above, it can be indicated that Chinese car industry is turning stronger and stronger. Furthermore, Chinese car industry has played a significant role in Chinese investment in other foreign countries.

The main argument which Baker (2007) points out that is "the world motor vehicle manufacturing industry is about to be hit by a surge of competition that will be a result of the continuously accelerating development of the Chinese motor vehicle manufacturers" (Baker, 2007:24). That is to say, China is in her elementary working in producing cars, since China's advantage of producing cars includes cheap labor power and lax labor law. What's more, in another direction, researchers also investigate the reasons why China invests in foreign car industry as well. Obviously, the reasons for Chinese investment in car industry are manifold. First of all, China is lack of raw materials which are used for producing cars. Moreover, the pressure on the exchange rate has been intensified. Therefore, Chinese government adopts the

“Go-Abroad” policy which provides financial wherewithal for companies to expand their overseas investment. Secondly, China tends to take over foreign companies in order to get their technologies from foreign companies (Baker, 2007:26).

General speaking, previous literature on car industry give us a clear statement about Chinese investments in the car industry. And it shows us some reasons behind the Chinese attempts to invest in car industry.

Meanwhile, in this society of media, “much of what comes to pass as important is based on the stories produced and disseminated by media institutions” (Brooks and Hebert, 2006:297). Therefore, previous literatures on media play an important role in this thesis.

## **2.3 Media representations of China**

Media is an important theme in this thesis, and we have found lots of previous literatures about media representation (e.g. Erjavec, 2001; McManus, 2000; Hammersley, 2003). Media representation is a necessary concept to explain how media works. Media can be used for representing reality to people who are in civil society in order to interpret the world. Media is a way to represent what people want to know, but the reality which media represents is not reality itself. For instance, Mcmanus argues that how the media has constructed the issue of climate change. And he figures out two words: embodiment and distanciation.

*The complementary process of distanciation and embodiment influence the construction of an issue and thus affect the willingness of and possibility for people to engage with it.*

(McManus, 2000: 307)

Furthermore, media is the most direct and effective way to disseminate information to a wide audience (Hammersley, 2003: 327). Hammersley (2003) researches on coverage of social and educational research through media, and also pay more attention on the elements of media representation (Hammersley, 2003: 327). McChesney and Schiller (2003) point out that “the dual role of the communication system, at once a pivot of the emerging global economy and a key foundation of political democracy, constitute a vital tension on the world stage” (McChesney and Schiller, 2003: iii).

For media representation, Erjavec discusses in which way the thematic and form structures of news report work to legitimate and naturalize discrimination against the Roma. Also author uses discourse of difference with colonization of common-sense

language analysis to create a coherent meaning of the news text (Erjavec, 2001:699).

In order to present national imagination, media is an important way as well. Many scholars investigate the images of China in Western media in the year of Olympics (Price and Dayan, 2009). For example, Price and Dayan point out that China hosts the Olympics tests the possibilities and limits of the concept of “media event” by analyzing the mega-event of information age (Price and Dayan,;2009). In addition, there are lots of previous Chinese literatures which have written about media (e.g. He, 2010). For instance, He figures out that German uses media to present that Chinese economy is developing (He, 2010).

Consequently, theory of media representation is needed, since it is widely used in understanding of the events which media represents.

## **2.4 Gap and contribution**

In sum, the previous literature has concerned Chinese investment in foreign car industry. However, there has been little research on Chinese investment in foreign car industry from the perspective of Western media. What’s more, there has been no academic research on the event of the Chinese attempts to invest in Saab. Therefore, the gap in our thesis can be considered as the Chinese attempts to invest in Saab, which is characterized by Western media. With this gap as starting point, this thesis will contribute to this specific literature by examining the images of China through understanding the event of the Chinese attempts to invest in Saab from the perspective of Western media. In the thesis, we use theories of media representation, orientalism, stereotype and racialization (theories of orientalism, stereotype and racialization introduce in the theoretical approach chapter) to address the following questions: How did Western media construct the event of Chinese attempts to invest in Saab? Does this construction or part of it include stereotypes of China or the Chinese? If so, what stereotypes? Are there underlying structures of racialized stereotypes in the material? If so, what kind?

## 3 Theoretical approach

### 3.1 Social constructivism

In this thesis, social constructivism will be used as ontological assumption (Bryman, 2008:18-21). Social constructivism is widely understood and broadly accepted in social studies. The basic idea of social constructivism is that the world is socially constructed by language and ideas. And the distinctiveness of social constructivism plays an important role in interpretation of human action (Marsh & Stoker, 2010:83). Social constructivism figures out that the social phenomena and meanings are accomplished by social actors (Bryman, 2008:19). Social categories used to help understand the social world are substantial social products, and meaning is built up during social interaction. They are all in a constant state of change (Bryman, 2008:19-20). Marsh and Stoker (1990) point out that there are two modes of arguments to approach any human action: ‘outsider’ and ‘insider’ accounts. In this thesis, ‘insider’ accounts are more important than ‘outsider’ accounts. “‘Insider’ accounts interpret meanings, perceptions, and the process of action (Marsh and Stoker, 2010:84).” In order to interpret meanings, the most necessary thing is to show how social actors conduct meanings. The following sentence describes it in detail:

*It is social actors who use the conceptual systems of their culture and the Linguistic and other representational systems to construct meaning, to make the world meaningful and to communicate about that world meaningfully to others.* (Hall, 1997:25)

According to the sentence above, it is clearly relevant and interesting for research in political science to look at representation theory to interpret how social actors conduct meanings. In this thesis, western media can be seen as a social actor. Therefore, in the following paragraphs, representation and media representation will be concentrated on to see how media works and what image of China is constructed by Western media.

### 3.2 Representation and media representation

Representation combines language with cultural meaning. Representation furthermore plays an important role in creating meaning by using language (Hall, 1997:28). In order to explain the relationship between language and meaning clearly and logically, the necessary thing is to understand how language is organized, since language plays an important role in meaning and culture (Hall, 1997:1-4). Language can be organized

by signs and symbols, such as clothes, gestures, expressions, sounds and words (Hall, 1997:5). The significance of language focuses on what signs and symbols do instead of what signs and symbols are (Hall, 1997:5). And then, it is necessary to concentrate on how language constructs meanings. Language operates as a representational system to construct meanings. That is to say, language is the second system of representation that includes the process of constructing meanings. The following sentence can be used to explain how language constructs meanings to present to others:

*Signs are organized into languages and it is the existence of common languages which enable us to translate our thoughts (concepts) into words, sounds or images, and then to use these, operating as a language, to express meanings and communicate thoughts to other people.* (Hall, 1997:18)

In this thesis, Western media can be seen as a social actor that constructs meanings in order to interpret a social event. Hence, theory of media representation which we discussed in literature review part is suitable to interpret a social event. More specifically, Griffiths (2010) figures out that “media representation is representation refers to construction in media of aspects of reality” (Griffiths, 2010:3). Therefore, the task of media representation theory is thinking about how people want to present to readers, since the reality which present by media is not reality itself (Griffiths, 2010:3).

### **3.3 Orientalism and stereotypes**

Orientalism is one of the most important parts of post-colonial theory. Edward W. Said (2003) has developed a theory of orientalism to present how the Orient has been socially constructed by western thinking (Said, 2003:30-46). That is, “the Orient was almost European invention” (Ashcroft et.al, 2006:24). As Said (2003) defines the orientalism in his introduction, it is “a way of coming to terms with the Orient that is based on the Orient’s special place in European western experience” (Said, 2003:1). Related to academic tradition, orientalism is a style of idea based on an ontological and epistemological differentiation between ‘the Orient’ and ‘the Occident.’ Therefore, lots of scholars have accepted this differentiation between the East and the West as the starting point and use theories concerning the Orient. The relationship between the Orient and the Occident can be seen as a relationship of power, of domination and so on. Since eighteenth century, “orientalism is a style as a Western style for dominating, restructuring, and having authority over the Orient” (Ashcroft

et.al, 2006:25). And then since the twentieth century, orientalism can be explained that the Orient present the Occident based on biased understanding. That is to say, orientalism is a study of how the Occident constructs the images of the Orient based on prejudice and stereotypes.

Stereotypes also can be constructed based on orientalism. In the beginning, images of the Orient are just a fabrication by the Occident. As time went by, the fixed and oversimplified image or idea of the Orient would be invested with special meaning by the Occident (Oxford English Dictionary).

Conversely, stereotyping operates as a way of imposing a sense of order on the social world according to gender, age and so on (Pickering, 2001:3).

Stereotype is used as an important concept in this thesis. Stereotypes are images of a group based on simplification of imagined trait of behavior and can be presented as words and phrases or images or combination of words and images (Pickering, 2001:1-21; Media awareness network, 2010). Stereotype is divided into two main aspects: positive and negative. However, stereotypes ignore the uniqueness of people, since everybody is special (Media awareness network, 2010). Furthermore, stereotypes can appear in some areas, especially in the media, since writers, directors and editors present the image of others through media on the basis of biased understanding (Pickering, 2001:203-210). In the news, every story is influenced by attitudes, understandings and experiences of writers and editors who present the images they want to show us.

### **3.4 Racialization and Stereotypes**

Racialization is process of social construction of race proposed by Miles and Brown (2003). The concept of racialization has developed over time. Firstly, let us concentrate on the concept of racism. Race was defined as a natural division of the human species based on physical distinctions such as the color of skin in the past (The Human Rights and Equity Office, 2007:3). This kind of notion of race appeared in the context of European domination of nations. And this notion of race also established racial classification of people. However, there is no legitimate scientific basis for this kind of racial classification. Therefore, the social construction of race places great emphasis on society. The process of social construction of race can be seen as racialization. The concept of racialization is similar to the concept of racial categorization, a representational process of defining others (Miles & Brown,

2003:100-101). The racist ideology can be based on attitudes, values and stereotypical beliefs.

As we mentioned before, stereotypes are images of a group based on simplification of imagined trait of behavior. To connect with the concept of racialization, “stereotyping is the use of categories such as race, ethnicity or religion to gain process and remember information about others.” (The Human Rights and Equity Office, 2007:3) Just as we mentioned before, stereotypes can appear in the media, and racism can manifested in the media based on stereotypes as well. Especially in newspapers, they present readers with a single prejudiced world view refers to racial minorities. Newspapers run the constant risk of reproducing “others” based on racist ideas (Media awareness network, 2010).

### **3.5 Orientalist and racialized stereotypes**

With the concepts of orientalism and stereotypes, racialization and stereotypes in mind, and based on prior research, the orientalist and racialized stereotypes about China prevalent in the West will be presented in the following paragraphs according to three themes: China as different from the West, China as a threat and the Chinese as the other.

Firstly, we start with the first theme of China as different from the West. To many Western media, China is a civilized country with long history, with mysterious and inscrutable people and also with a repressive political system (The West’s perception of China, May 16, 2012). First of all, from the view of the Western media, China’s aims of overseas investment include: seeking to develop advanced technology, brand and natural resources (Wang et.al, 2010:1). As discussed in the chapter of literature review, Chinese government implements “Go-Abroad” policy to encourage Chinese companies to invest abroad. Moreover, we also mentioned in the literature review part that China’s financial power is strong. Therefore, China has their own financial support and policy support to encourage Chinese companies to invest abroad. In addition, to many Western media with a business background, China presents that it has a large and expanding market in order to make the great profit. Also China presents that it is a country with cheap labor power and lax labor laws so that the businessmen can get great profit by selling the products in the West (The West’s perception of China, May 16, 2012).

Secondly, we move on to the theme of China as a threat. As discussed above, China has financial support and policy support to overseas investment because of China’s

strong financial power and “Go-Abroad” policy. According to the concept of orientalism, it is a Western style for dominating, restructuring, and having authority over the Orient (Ashcroft et.al, 2006:25). Western media characterize China as a threat, in fact, the West fears of China’s strong financial power and numbers of overseas investment. Likewise, from the view of the Western media, China’s aim of overseas investment is mainly to gain technology from foreign companies. To the Western media, Chinese people are adaptable and they have amazing productivity. Chinese people can learn to make money with one professional skill quickly in order to adjust environment (Heisey, 1999). What’s more, China has cheap labor power and lax labor law so that the businessmen can get great profit by selling the products in the West (The West’s perception of China, May 16, 2012). China has the advantages over the West, so Western media characterize China as a threat.

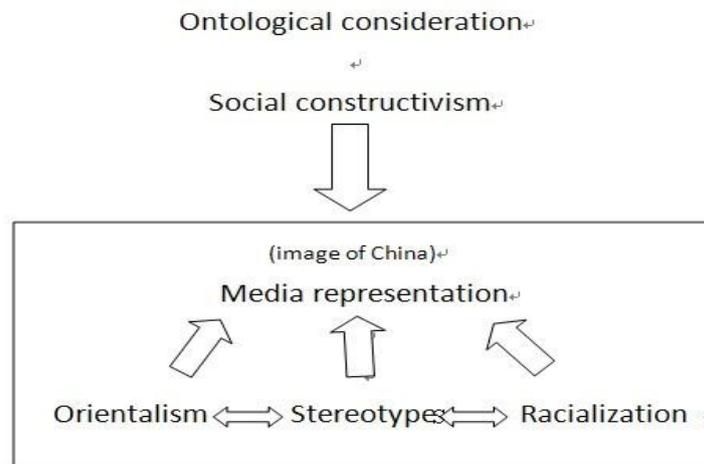
Finally, the theme of the Chinese as the other is used. Based on prior research on Chinese racial images in the West, the following racialized stereotypes of the Chinese can be used in this thesis. Due to the characteristics of the Chinese: adaptable, persevering, full of ambition and have amazing productivity, the Chinese has been viewed as a threat in the West (e.g. Rabinovitch, 2008). As mentioned above, in order to adjust to the environment, Chinese people can learn to make money with one professional skill quickly (e.g. Rabinovitch, 2008). Furthermore, China has a reservoir of cheap labor, so the world market is flooded with cheaper goods because of amazing productivity in China (Ferrante, 2006). What’s more, Chinese people can learn professional skills quickly and have amazing productivity, since Chinese people are persevering and full of ambitions. All in all, these Chinese racial images in the West are the reasons why the West regards China as a threat.

### **3.6 The analytical framework**

The purpose of our thesis is to describe Western images of China through analyzing how the Chinese attempts to invest in Saab were portrayed in Western media. And we will apply the theories of orientalism, stereotypes and racialization to answer the research questions.

Table1 indicates that how all the theories mentioned above work systematically and how the theories are applied to address the research questions to reach the aim.

**TABLE 1 CORRELATION CHART OF THEORIES**



As table 1 illustrates, the relationship between these four theories of media representation, orientalism, stereotypes and racialization is clear. Obviously, they are interdependent. First of all, let us concentrate on media representation theory. Since representation theory can be used to interpret the world meaningfully through using languages, media representation is representation refers to construction in media of reality. Therefore, the task of media representation theory is thinking about how people want to present to readers, since the reality which presents by media is not reality itself (Griffiths, 2010:3). As a result, question about how media constructed the event of the Chinese attempts to invest in Saab can be addressed by using media representation theory.

In order to get the Western images of China that media presents to readers, theories of orientalism, stereotype and racialization will be applied. Under these three theories, stereotype is the center theory, since orientalism and racialization constructs images of “others” based on stereotypes. “The Orient is used as a cultural backdrop against which to create and celebrate western identity: a representation that clearly echoes the broad orientalist stereotypes defined by Edward Said a generation ago”. Likewise, racialization is process of social construction of race. The social construction is based on racist ideology, stereotypes and prejudice. Hence, in our thesis, it is necessary for us to address the following questions: Does this construction or part of it include stereotypes of China or the Chinese? Are there underlying structures of racialized stereotypes in the material?

In order to make analytical framework more concrete, stereotypes of Western images of China and Chinese include two aspects: orientalist stereotypes and racialized stereotypes.

In the analysis of data chapter, it is necessary to use table 2 to illustrate the Western images of China.

**TABLE 2 ANALYTICAL FRAMEWORK**

**Western images of China**

<p>China as different from the west</p>	<ul style="list-style-type: none"> <li>- China's aims of overseas investment</li> <li>- Chinese companies' ways of conducting business</li> <li>- China's financial power</li> <li>- China's financial support and policy support</li> <li>- Other</li> </ul>
<p>China as a threat</p>	<ul style="list-style-type: none"> <li>- China's financial power</li> <li>- China's financial support and policy support</li> <li>- China's aims of overseas investment</li> <li>- Cheap labor power and lax labor law</li> <li>- Other</li> </ul>
<p>The Chinese as the other</p>	<ul style="list-style-type: none"> <li>- Adaptable</li> <li>- Persevering</li> <li>- Full of ambition</li> <li>- Amazing productivity</li> <li>- Other</li> </ul> <p style="margin-left: 150px;">          Chinese has been viewed as a threat in the West       </p>

## 4 Specified aim and research questions

The aim in our thesis is describe Western images of China by focusing on media representations of Chinese attempts to invest in Saab. More specifically, we focus on how China's financial power and Chinese people are that represented in Western media.

We ask the following questions:

- 1) How did Western media construct the event of Chinese attempts to invest in Saab?
- 2) Does this construction or part of it include stereotypes of China or the Chinese? If so, what stereotypes?
- 3) Are there underlying structures of racialized stereotypes in the material? If so, what kind?

## 5. Design and methods

In the thesis, methodology is a necessary chapter to systematically solve the research problems and also seen as a scientific way to write how the research is done (Kumar, 2008: 5). However, doing social research is more or less subjective. For instance, choices of data and methods for collecting data are all affected by previous knowledge and experience of the researchers. In order to make it reasonable, it is necessary to point out why specific data and methods are chosen. Furthermore, explaining the way to analyze data is also necessary. In this chapter, we describe our research design and our methods of collecting data. Then the choice of data and methods of analyzing data are presented.

### 5.1 Research design

In the thesis, the research question is mainly in regard to *how something is*, not focus on *why something is*, thus the type of case study that is used is descriptive case study rather than an explanatory study (Yin, 2012). Descriptive case study is used to describe a phenomenon within its real-world context (Yin, 2012). A case study is used to concentrate on a single individual, group, community, event, policy area or institution, and study it in depth (Burnham et.al, 2008:63). Therefore, the choice of

design that is used is case study design, since we will study a single event about the Chinese attempts to invest in Saab. In our point of view, using a case study design is the most suitable choice.

Another argument as to why we use a case study design is because our research questions force us to study a single case in depth. Obviously, for the comparative design, the selection of cases should be more than one case and the cases should be the comparable cases. However, in our thesis, there are no comparable cases and just a single case. Therefore, comparing these two designs, the most logical design to use is a case study design.

Yin (2012) points out that there are three steps to draw the framework of design. The first step is to define the “case” that we are studying. In our thesis, the case which we study is Western media representation of the event of Chinese attempts to invest in Saab. And the “case” can be seen as a unit of analysis. Secondly, the type of case study design is single case study design, since the research questions force us to study a single case in depth. The final step involves deciding whether to use theory to help complete our methodological steps or not (Yin, 2012: 9). “The use of theory can help organize your initial data analysis strategies and generalize the findings from your case study” (Yin, 2012:9). Thus, in our thesis, the typical orientation to the relationship between theory and social research is a deductive one (Bryman, 2008: 54).

Deductive approach can be started with theories which we mentioned in the theory chapter. As we mentioned in the theory chapter, the ontological consideration is that of social constructivism, which combine theory of media representation with qualitative discourse analysis to construct the reality by media language. Furthermore, in order to get the images of China through understanding the event of Chinese attempts to invest in Saab in Western media, we combine theories of orientalism, stereotype and racialization that are orientalist stereotypes and racialized stereotypes with discourse analysis to generalize.

In qualitative research, it is important to see whether there are possibilities to arrive at a generalization or not, especially in respect to single case study (Mayring, 2007:1). Since the type of case study in the thesis is descriptive case study, “good descriptive case study is to present the phenomena in a broad range, to explore different contexts and so they have to reflect on later generalizations” (Mayring, 2007:4). To some extent, research questions determine the aim of generalization. In this thesis, research questions mainly focus on what Western stereotypes of the Chinese are. Thus, the aim of generalization is from Western stereotypes of the Chinese to generalize Western

images of China by focusing on media representations of Chinese attempts to invest in Saab. To conclude, it is possible to generalize to the West as whole from selections of newspapers because of the aim of thesis. Furthermore Western newspapers which we select are all authoritative ones and they are published all over the world.

## **5.2 Methods for collecting data**

The data which we collect is qualitative data; qualitative data mainly include words, sounds and images and so on. Therefore, the possible methods of collecting data include interviews, questionnaires, and observations and gather documents (Bryman, 2008). As the purpose of thesis points out, the perspective of Western media can be concentrated on. Thus, the data collection will be limited to Western newspaper articles about the event of Chinese attempts to invest in Saab which we mentioned in the part of choice of data. For the process of collecting data, it has three steps. First of all, the necessary step is to find out the search terms which we will use. As previously mentioned, the data collection will be limited to Western newspaper articles about the event. The search terms can be considered like this: news about Chinese attempts to invest in Saab, comments about Chinese attempts to invest in Saab, etc. Of course, the premise is that we are searching on the websites of Western newspapers, magazines, news agency and broadcasting corporation. Finally, the most important thing is to determine which article is reliable and valid to address research questions to generalize the Western images of China.

## **5.3 Choice of data**

As discussed in methods for collecting data chapter, in the thesis, we mainly concentrate on the articles in the newspapers, magazines and even on the website of news agency and Broadcasting Corporation. The perspective of the thesis is the Western media, therefore, all the data which we choose derive from the West. Based upon the case we study, the Western media include is Swedish, American and British.

Firstly, let us focus on the Swedish local newspapers: *The local* and *Göteborg Daily*. In these two newspapers, there are more than 500 articles that have discussed the event of Chinese attempts to invest in Saab. Since these two newspapers are both local newspapers in Sweden, the articles which these two newspapers report can be more prompt and extensive. What's more, these two Swedish newspapers are both written in English, it is convenient for us to read them. Secondly, we concentrate on *the New York Times*. It is a daily newspaper in New York City. Moreover, it is the top

three American newspapers in terms of readership and circulation according to mondo times.

Thirdly, *Autocar* also can be used in the thesis. It is a magazine which is the first for car news and reviews and stays up-to-date with latest motor industry news in United Kingdom (Official website). In this magazine, there are lots of articles concentrate on giving the comments on this event.

Fourthly, Reuters is used for collecting data. It is the world's largest international multimedia news agency in United Kingdom, providing investing news, business news, and world news etc. to 128 countries. We collect the news articles from the website of Reuters. Finally, British Broadcasting Corporation short for BBC also can be used in the thesis. BBC is the largest broadcaster in Great Britain also in the world. We collect the news articles from the website of BBC News (Official website).

To conclude, newspapers, magazines, news agency and Broadcasting Corporation where we collect data are all authoritative one and present them to people all over the world. Based upon the case we study, the Western media can be mainly included is Swedish, American and British. Since they are the core of the West which we can study with, it is possible to generalize the West as a whole to see what Western stereotypes of China are. Data which collect from Sweden, America and United Kingdom is reliable to address the research questions and valid to support the answers to the research questions, since they are all from the authoritative newspapers, magazines, news agency and Broadcasting Corporation.

## **5.4 Method for analyzing data**

Since the aim of thesis which is to describe Western images of China by focusing on media representations of Chinese attempts to invest in Saab, qualitative discourse analysis can be used suitably. Discourse analysis in media study is mainly focused on analyzing media language (Fairclough, 1995:33). Analyzing media language is a significant method in the social study of media. Fairclough points out that the ways of representing the world is one aspect of the work of media language (Fairclough 1995: 2-30). Moreover, discourse analysis “emphasizes the way versions of the world, of society, events and inner psychological worlds are produced in discourse” (Bryman, 2008: 500). Since our choice of data is from newspapers, magazines, and even on the website of news agency and broadcasting corporation, discourse analysis is a suitable approach in the thesis.

The qualitative analysis of discourse aims to clarify and gather people's view about certain case in certain documents (Titcher et.al, 2000: 144-170). Discourse analysis can be divided into four aspects. Critical linguistics is one of the types of discourse analysis. And "Media discourse is one of its main concerns" (Fairclough, 1995:25). Critical linguistics use systemicist way to analysis of media discourse: one is to represent the world, and the other one is to enact social relations and identities (Fairclough, 1995). Discourse can be seen as two processes interdependent: ideological process and linguistic process (Fairckough, 1995). In the thesis, critical linguistics focuses on vocabularies which used in the discourse, it is necessary to use critical linguistics to analysis of how media represent the event of the Chinese attempts to invest in Saab.

What's more, in order to find out the potential meanings in the news articles,, discourse analysis can be seen as a tool to analyze important phenomena when they occur (Burnham et.al, 2008:252-256). Therefore, when we use discourse analysis, the vital thing is to find out what are the ideas and behaviors which represent in the Western media.

In our thesis, media representation theory is used to interpret how Western media represent the event of the Chinese attempts to invest in Saab. Therefore, combining media representation with discourse analysis is an important way to address the research question: how did Western media construct the event of Chinese attempts to invest in Saab. Moreover, based on prior research, stereotypical Western images of the Chinese which presented in theory chapter can be applied to analyze if and how the data presents orientalist and racialized stereotypes. Accordingly, the following research questions can be addressed by using theories which we mentioned before and discourse analysis. Does this construction or part of it include stereotypes of china or the Chinese? Is there any prejudice based on Chinese stereotypes present in the material? Are there underlying structures of racialized stereotypes in the material? Furthermore, media representation theory explains how Western media constructs the event and presents the Western images of China.

An analytical framework is also used as method of analyzing data.

### **TABLE 3 ANALYTICAL FRAMEWORK**

## Western images of China

China as different from the west	<ul style="list-style-type: none"> <li>- China's aims of overseas investment</li> <li>- Chinese companies' ways of conducting business</li> <li>- China's financial power</li> <li>- China's financial support and policy support</li> <li>- Other</li> </ul>
China as a threat	<ul style="list-style-type: none"> <li>- China's financial power</li> <li>- China's financial support and policy support</li> <li>- China's aims of overseas investment</li> <li>- Cheap labor power and lax labor law</li> <li>- Other</li> </ul>
The Chinese as the other	<ul style="list-style-type: none"> <li>- Adaptable</li> <li>- Persevering</li> <li>- Full of ambition</li> <li>- Amazing productivity</li> <li>- Other</li> </ul> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; margin-right: 10px;">             Chinese has been viewed as a threat in the West         </div>  </div>

**Table 3**

## 6 Analysis

The aim of this chapter is to answer three research questions. In order to make it logically, the chapter will be divided into two sections: qualitative discourse analysis and discussion. In the first section, qualitative discourse analysis will be used to find out if there are orientalist stereotypes and racialized stereotypes presented in the material. The qualitative discourse analysis will be structured in relation to the analytical framework, following three themes: China as different from the West, China as a threat, and the Chinese as the other. Afterwards, in the second section, questions about how orientalist and racialized stereotypes be understood in the material, and how they connected with each other will be discussed. Finally, images

of China in Western media will be generalized by using the way which has been shown in the section of method of analyzing data.

## **6.1 Qualitative discourse analysis**

### **6.1.1 China as different from the West**

Throughout the relationship between China and the West, the West always has complicated perceptions of China, since there are many differences between them in history, culture, policy, etc. To many Western media, they characterize China by their own understanding. They thought that China is a civilized country with long history, with mysterious and inscrutable people and also with a repressive political system (The West's perception of China, May 16, 2012).

In this section, Western media characterizes China as different from the West could include China's aim of investing in Saab, but also descriptions in the Western media of in what ways Chinese companies and their negotiators who went to Sweden to negotiate is different from Westerners. More specifically, these differences which are constructed by Western media include the descriptions of Chinese companies' ways of conducting business, and how the Chinese negotiators who went to Sweden to negotiate. In addition, China's financial power which describes by Western media is another difference, which is different from China and the West.

As shown in the Western newspapers, after Saab in crisis, large numbers of Western media present that China is interested in taking over Saab. For instance, article named "China *positive to Saab takeover*" (Goteborg daily, 1 Nov 2011), obviously, word "positive" illustrates that China is positively interested in taking over Saab. From the perspective of Chinese government, the following sentence indicates that Chinese government would approve Pang Da and Youngman' purchase of Saab, "*China's minister of industry and information technology, Miao Wei, told the news agency Reuters that he supported the deal 'in principle'*" (China positive to Saab takeover, Goteborg daily, 1 Nov 2011). After Chinese government gave the first sign of a green light, "*Pang Da and Youngman agreed to purchase 100 percent of the shares in Saab Automobile for a total of 100 million Euros*" (China positive to Saab takeover, Goteborg daily, 1 Nov 2011). Since Chinese government implements "Go-Abroad" policy to encourage Chinese companies to invest abroad, the whole process is clearly stated that Chinese government is positively supporting Chinese companies to invest in Saab.

Moreover, there is another article describes that after two Chinese companies agree to pay 100 million Euros for Saab, and then Muller said: *“with the new owner, he said, ‘there will be stability, there will be funds and there will be clarity for the future of our business’*” (Saab sputters on, saved by 2 Chinese Automakers, the New York Times, 28 October 2011). This quote above shows that Saab believes Chinese companies have ability to rescue them and give their future of business. Let us trace back to Chinese companies called Geely Holding Group Co. acquired Swedish famous brand called Volvo from Ford. Why Geely has ability to acquire Volvo? One of the main reasons is Chinese companies get China’s financial support to acquire Volvo. Because of the former event, Western media characterizes that China’s financial power is strong and solid. Therefore, in this case, Saab believes Chinese companies have ability to rescue them. Hence, there is a stereotype, which is China’s financial power is strong and solid and they have ability to rescue foreign companies on the verge of bankruptcy.

What’s more, to Western media with background of Chinese business, China represents that it has a large and expanding market in order to make the great profit. Also China represents that it is a country with cheap labor power and lax labor laws, so that the businessmen can get great profit by selling the products in the West (The West’s perception of China, May 16, 2012). According to the perceptions of Chinese business above, China’s financial aim is to create great profit by using such kinds of ways. The article described, *“The Chinese companies...are planning to resume production at the Trollhattan plant as well as in China, ‘which will become the second home market for Saab’*” (Saab sputters on, saved by 2 Chinese Automakers, the New York Times, 28 October 2011). First of all, one of the main reasons of Chinese overseas investment is to develop advanced and matured technology. That is to say, Chinese companies enhance their R&D capacities through overseas investment (Wang et.al, 2010:1). According to sentence above, the quote is clearly stated that the aim of Chinese companies are planning to resume production at the Trollhattan is to get Saab’s technology.

Furthermore, there is another articles can be proved that China’s aim of investing in Saab is to get Saab’s technology. As article showed, *“Saab is technology and not just brand”* (Youngman makes new Saab offer: owner, The Local, 20 Feb 2012), it is clearly stated that Saab’s technology plays an important role in being rescued by Chinese companies. What’s more, Chinese companies plan to create a domestic Chinese brand by using Saab’s technology. For instance, the article says: *“the new company is expected to build the new-generation 9-3 range in China from late next*

*year, as well as using Saab technology to create a new domestic Chinese brand”* (Youngman makes new Saab offer: owner, The Local , 20 Feb 2012).

Moreover, as Pang Qingnian said, *“rich Chinese consumers prefer to buy cars manufactured in the West”* (Youngman makes new Saab offer: owner, The Local, 20 Feb 2012), this is also the reason of Chinese companies support Saab to continue producing cars in Sweden. In addition, Chinese companies are also planning to resume production in China. Even China intends to become the second market for Saab. As previously mentioned, from the view of Western media, China is a country with cheap labor power and lax labor laws. Hence, Chinese companies can make use of China’s these advantages to produce cars so as to get great profit.

Moving on to Saab’s employees, since *“Chinese companies are ready to put in 12 billion kronor(\$1.79 billion) to develop new Saab models and that cars would still be manufactured in Trollhattan for five years time”* ( Youngman makes new Saab offer: owner, The Local, 20 Feb 2012), Saab’s employees play an significant role in developing new Saab models. As Pang Qingnian says, *“we don’t have the capacity to develop the car, and I would really want to keep many from the old management group”* (Youngman makes new Saab offer: owner, The Local, 20 Feb 2012). Therefore, Chinese companies are planning to make use of Saab’s employees to get Saab’s technology more quickly and also make use of them to produce new Saab models.

Additionally, *“China will become the second home market for Saab”* (Saab sputters on, saved by 2 Chinese Automakers, the New York Times, 28 October 2011) shows that Chinese negotiators are full of ambitions to develop economy, since they are planning to make use of Saab’s technology and China’s cheap labor power and lax labor law to get great profit as discussed before.

In sum, one orientalist stereotype present in the material is that China’s financial power is strong and solid. And Chinese government implements “Go-Abroad” policy to encourage Chinese companies to invest abroad. Therefore, Chinese companies have ability to invest abroad and rescue foreign companies which are on the verge of bankruptcy. Unlike the West, where the very concept of strategy has become an oxymoron (Roach, 2011), China has a direct commitment to develop economy that is to implement “Go-Abroad” policy. What’s more, another orientalist stereotype is that China’s aim of investing abroad is to get foreign companies’ technology so as to develop advanced technology. To Western media, Chinese companies need to get foreign companies’ technology to develop their own technology. In addition, in the

case, Chinese negotiators are full of ambitions to expand market and create great profit by using Saab's technology and China's cheap labor power and lax labor law.

### **6.1.2 China as a threat**

To many Western media, China is a country with a major economic power (Elwell et.al, 2007). As a result, large numbers of Western Media characterizes China as a threat. In this section, China as a threat can be mainly included the descriptions in the Western media of how China's financial is, how Chinese negotiators are and what are the reasons of General Motors rejection of the Chinese investment in Saab.

As previously mentioned, to some Western media, Saab's technology is one of the reasons of Chinese companies' attempting to invest in Saab. Because of this point, General Motors rejects Chinese companies' attempt to invest in Saab. Therefore, General Motors becomes the biggest stumbling block to Chinese companies to invest in Saab. Western media characterize China as a threat, since General Motors' position in Chinese market will be shaken after Chinese successfully invest in Saab.

According to the descriptions of Western media, there are three main reasons of General Motors rejections of the Chinese companies' investment in Saab. First of all, as article described, "*General Motors says it will stop supplying technology and cars to Saab if Saab is bought by Chinese investors*" (Saab sales to Chinese owners may be scuppered by GM, BBC News, 7 Nov 2011). As previously mentioned, Saab is technology not just brand. Thus, Saab's technology plays an important role in producing cars. However, Saab's part of technology is provided by General Motors. The quote above shows that General Motors is worried about Chinese companies intends to get their technology by investing in Saab. After Chinese companies get their technology, Chinese companies can create great profits and expand in domestic market by using Chinese cheap labor power and Saab's technology.

As a result, General Motors' competitive position and other key markets will be shaken. As the article described, "*GM has said it would be difficult to support a sale of Saab that hurts GM's competitive position in China and other key markets*" (Chinese bank in Saab rescue talks, Reuters, 5 Dec 2011). That is to say, General Motors will stop supplying technology and cars to Saab if Chinese companies invest in Saab.

Furthermore, Chinese companies use Saab's technology to create new brand so as to expand market and create great profit. As article showed, "*the new company is expected to build the new-generation 9-3 range in China from late next year, as well*

*as using Saab technology to create a new domestic Chinese brand”* (Saab’s fresh Chinese investment, Autocar, 13 June 2011). On the one hand, the aim of Chinese companies create a new domestic Chinese brand is to expand Chinese market and any other key markets. As a result, this quote indicates that Chinese negotiators are full of ambitions to create great profit by using Saab’s technology and Chinese cheap labor power. On the other hand, this quote illustrates that General Motors’ competitive position in China is threatened with the way of Chinese expanding markets. As a result, Western media characterizes China as a threat for hurting GM’s competitive position in China and other key markets.

Additionally, there is another reason for General Motors rejection of Chinese companies to invest in Saab. As article said:

*G.M, which retained an effective veto any deal because it owned key patents used by Saab, refused to back the Chinese investment, fearing it would ‘negatively’ impact G.M.’s existing relationships in China.*

(Saab Automobile AB, the New York Times, 19 Dec 2011)

As discussed before, General Motors owns key patents are used in Saab. Hence, General Motors is worried about Chinese companies will get key patents which are used in Saab, so as to hurt General Motors’ competitive position in China and other key markets. Furthermore, this argument indicates that General Motors is worried about their existing relationships in China. The word “*negatively*” expresses well to illustrate this point.

To conclude, the reasons of Western media characterizes China as a threat include several aspects. Firstly, since China’s financial power is strong and solid. Secondly, Chinese negotiators are planning to create a new domestic brand through using Saab’s technology and employees. Chinese negotiators are full of ambitions to create great profit by a new domestic brand. Finally, China’s aim of investing in Saab is to get Saab’s technology. Because of the orientalist and racialized stereotypes which we mentioned above, Western countries are worried about Chinese flourishing economy would affect their economy. Therefore, Western media characterizes China as a threat.

### **6.1.3 The Chinese as the other**

As previously mentioned both in the section of 6.1.1 and 6.1.2, Chinese negotiators are full of ambitions to create great profit. Western media shows that Chinese negotiators reveal Saab profit ambitions, they have stated that

*By 2016 Saab is expected to be pushing out up to 200,000 cars a year, the plan showed, adding that carmaker's biggest growth market will be in China, which is expected to account for a third of its global sales.*

(Chinese firms reveal Saab profit ambitions, The Local, 31 Oct 2011).

This quote indicates that Chinese negotiators are full of ambitions, since they have been attracted by Saab's ambitious plan. This racialized stereotype characterizes China as a threat, since from Western media's point of view, Chinese negotiators intend to make use of Saab's technology and employees to launch new car models, so as to expand markets and hurt G.M.'s competitive positions in China and other markets to create great profit. What's more, Chinese people are adaptable, since they can learn to make money with one professional skill more quickly than others in order to adjust to the environment and get more profit (e.g. Rabinovitch, 2008). "*By 2016, Saab is expected to be pushing out up 200,000 cars a year if Chinese companies invest in Saab*" (Chinese firms reveal Saab profit ambitions, The Local, 31 Oct 2011), this quote indicates that Chinese people have amazing productivity, since China has a large population, cheap labor power and lax labor law (e.g. Rabinovitch, 2008).

Furthermore, Chinese negotiators are persevering to invest in Saab. As article says,

*Zhejiang Youngman Lotus Automobile and Pang Da Automobile Trade agreed to pay 100 million euros, or \$140 million, for Saab and its British unit... "We had been struggling for the last six or seven months, to the extent that many people had given up on us," Victor R. Muller, the Dutch entrepreneur behind Spyker cars and Swedish Automobile, said in a conference call with journalists.*

(Saab Sputters On, Saved by 2 Chinese Automakers, the New York Times, 28 Oct 2011)

Since comparing with many other people who had given up on Saab, Chinese negotiators are persevering to invest in Saab.

Moreover, as previously mentioned, from the event of General Motors rejection of the Chinese investment in Saab, Chinese negotiators show their ambitions to expand market and create great profit.

In addition, Western media characterizes Chinese negotiators as saviors. First, as the title points out, "*Saab Sputters On, Saved by 2 Chinese Automakers*" (The Local), it is clearly stated that Swedish media characterizes Chinese negotiators as saviors, and cash rich Chinese companies have ability to rescue Saab. After two Chinese companies agree to buy the ailing Swedish automaker Saab, and two Chinese companies agree to pay 100 million Euros for Saab, Victor R Muller told to journalists, "*there will be stability, there will be funds and there will be clarity for the future of our business*" (Saab sputters on, Saved by 2 Chinese Automakers, the New

York Times, 28 Oct 2011). It is also clearly pointed out that since Chinese negotiators agree to buy Saab, *Saab will be stability and have funds to pay wages to Saab's employees, pay their debts, start productions, launch new car models and expand their business in China* ( Muller: “ extremely relieved, Göteborg Daily, 28 Oct 2011). What's more, as the title shows, “*Muller: extremely relieved*” is obviously stated that Saab believes Chinese negotiators have ability to invest in Saab, so as to rescue Saab.

To sum up, Chinese negotiators are persevering to invest in Saab. Also they are full of ambitions to create great profit by using Saab's technology and employees. In addition, Western media characterize Chinese negotiators as saviors, since cash rich Chinese companies have ability to save Saab.

## 6.2 Discussion

General speaking, media constructs reality (Weber, 2002). And media contains the real world and reality which shows to us. In relation to media representation, media do not present simple reflections that only contain external reality, since bad news can be more attractive that readers want to read about (Media awareness network, 2010). The majority of realities are based upon media (newspapers etc.) which have already built in. And most of knowledge of realities is based upon personal understandings of the world ( Said, 2003). Furthermore, the personal understandings of the world that we have are basis for understanding reality clearly (Hall, 1997).

In terms of media representation, Western media constructs the event of the Chinese attempts to invest in Saab by using media language. As previously mentioned, media constructs reality, while this reality which present by media is not reality itself. In this case, the perceptions of China characterizes by Western media include: China as different from the West, China as a threat and the Chinese as the other. Following the perceptions of China which we mentioned in the qualitative discourse analysis chapter (6.1), a discussion of Chinese orientalist and racialized stereotypes is presented in the following paragraphs. In order to discuss, the following questions will be addressed in the section of discussion: how did orientalist and racialized stereotypes present in the Western media? How are they connected with theories which we mentioned before?

As shown, in order to discuss the results which present in the Western media, we turn to Edward Said's well known book *Orientalism*, and Miles and Brown's famous book *Racism*, which have been useful in approaching problems of representation within the case of Chinese attempts to invest in Saab which construct by Western media ( Hunt,

2009). First of all, orientalist stereotypes will be focused on. Orientalist stereotyping is used in the formation of the Orient by the West (Said, 2003).

As a start, orientalism describes the thought and methods for investigating “the East” through “the West” and the Orient was almost a European invention (Said, 2003). And representations of “the East” are often stereotypical and even dishonest (Marandi, 2009). As previously mentioned, Chinese government positively implements “Go-Abroad” policy in order to encourage overseas investment. *“China’s overseas investment has rapidly increased over the last few years as Chinese companies expand into new markets seeking to develop advanced technology, brand and natural resources”* ( Wang et.al, 2010). As results showed, Chinese companies’ aim of investing in Saab is to get Saab’s technology, so as to develop advanced technology. From the view of Western media, the West’s technology is more advanced than China’s. Unlike the West, Chinese companies need to get advanced technology to develop their own technology.

What’s more, Ashcroft et.al (2006) show that orientalism is a western style for dominating, restructuring, and having authority over the Orient (Ashcroft et.al, 2006:25). As far as “Go-Abroad” policy are concerned, to some extent, Western media characterizes China as a threat, since Chinese overseas investment leads Chinese companies to develop advanced technology, brand and so on. Furthermore, to Western people with background of Chinese business, financial aim of Chinese companies conduct business is to create great profit. In what ways of Chinese companies conduct business? For instance, Chinese companies have a large and expanding market to make the great profit. And Chinese businessmen make use of domestic cheap labor power and lax labor laws to get great profit by selling the products in the West (The West’s perception of China, 17 May, 2012). Comparing with the West, Western companies make use of their advanced technology to develop domestic brand, so as to get great profit. What’s more, unlike the West, Chinese companies have policy support and financial support to invest abroad, since China’s financial power is strong and Chinese government implements “Go-Abroad” policy to encourage Chinese companies to invest abroad.

In this case, Western media argues that Chinese companies get the profit by making use of their large domestic market and cheap labor power. These different ways of Chinese companies conduct business make China’s financial power stronger and stronger. And Western media points out that the aim of Chinese companies’ attempting to invest in Saab is to get Saab’s technology and employees to launch new models. Furthermore, Getting Saab’s technology and employees to launch new

models is one of main reasons of General Motors rejection of the Chinese companies attempt to invest in Saab. From the view of Western media, as we mentioned before, Chinese companies need to get advanced technology by investing abroad, since in China, Chinese companies create profit always by using their advantages—cheap labor power and lax labor law. Therefore, in the perspective of Western media, Chinese companies need to get advanced technology by overseas investment.

From the perspective of orientalism, the Orient has been characterized as threaten, while the West is always rational (Said, 2003). The reasons of General Motors rejection of the Chinese companies attempt to invest in Saab include two aspects: first of all, Western media characterizes China as a threat, since Chinese companies intend to get Saab's core technology to expand Chinese market and other key markets. What's more, General Motors' competitive position will be shaken. In addition, General Motors is worried about their existing relationships in China will be broken. Consequently, China has been portrayed in Western media as a threat, since China's financial power is strong and solid, and also they hurt General Motors' competitive positions in Chinese market and other key markets.

More specifically, in the West, China's rise has been viewed with anxiousness. Due to China's rapid economic growth, military modernization, a large number of energy demand in recent years have made many in the United States talk about a "China threat" (Al-Rodhan, 2007: 41-42). The topic of "China threat" is a hot topic not only in the United States, but also it sweep in West rapidly. This topic has caused a huge response in the West. Voice of America compiled an article about the West to see the Chinese dragon swallowing the world. The article described that China's national economic expansion and Super purchasing power of Chinese people displayed in the overseas construct the scene of "Chinese Dragon" swallowing the world, and it also indicated Europe and the United States pay more attention to the momentum of China to "buy the world". Moreover, French "Le Figaro" indicates that the rich Chinese people doing an unlimited expansion in the overseas.

Furthermore, Menuier (2011) points out that China begins by preying on the weaker EU countries before insidiously penetrating the rich European economies, using sovereign debt purchases and direct investment to take over the world (Menuier, 2011). As the information mentioned above, it is clearly stated that China's financial power is strong and solid, and Chinese companies invest abroad to sweep way the Western companies because of its strong financial power. Related to the theory of orientalism, the condition above indicates that Western media characterizes China as a

threat, since it is used to project the desire and fear of Westerners towards China (Sun, 2010).

Next, racialized stereotypes are unconsciously presented in the material. Normally, “racialized stereotyping is the use of categories such as race, ethnicity or religion to gain process and remember information about others” (The human rights and equity office, 2007:3). In this case, racialized stereotypes are unconsciously presented in the material. Chinese negotiators who went to Sweden to negotiate will be the objects that we investigate. As presented in chapter 6.1.3, the results of how Chinese negotiators are in Western media have been presented. First of all, Western media characterizes Chinese negotiators as saviors. Furthermore, Western media presents that Chinese negotiators are full of ambitions and persevering.

As we mentioned before, Western media characterizes China as a threat, Chinese negotiators are full of ambitions to create great profit by using Saab’s technology. Chinese negotiators reveal Saab profit ambitions that Saab will turn a profit no later than 2014 after they invest in Saab. To the Western people, Chinese negotiators are full of ambitions to create great profit and also China’s financial power is strong and solid, these kinds of factors have effect on Western economy and even have risen as potential threats to Western economy.

What’s more, related to the General Motors rejection of the Chinese investment in Saab, Western media indicates that General Motors is worried about Chinese companies develop advanced technology by using Saab’s technology, so as to expand market. Because of this, General Motors is also worried about Chinese companies will hurt their Chinese market and other key markets. From the view of General Motors, Chinese negotiators are persevering to invest in Saab, and Chinese people are adaptable and have amazing productivity to develop advanced technology and create great profit.

Additionally, Western media also denotes Chinese negotiators as saviors. As Meunier points out that “the saviors comes from China seemingly dropping ‘helicopter money’ in national economies that have few alternative prospects of cash influx” (Meunier, 2011), Chinese companies’ overseas investment are achieved by injection of funds. As we mentioned before, China’s financial power is strong and solid. And Chinese foreign investments are all over the world, especially in European, private and state-owned Chinese companies have embarked on a shopping spree in European (Meunier, 2011). Lots of Western people thought that it is an opportunity that Chinese invest in the West. For the recipient Western companies, they can get more money from

Chinese companies by Chinese overseas investment. In this case, Chinese negotiators from these two companies have a genuine desire to rescue Saab and also they present their ambitious plan to Saab. That would be a great opportunity for Saab to resume production of cars.

### **6.3 In sum of analysis**

To summarize, firstly, the reasons of Western media characterize China as different from the West and China as a threat to their economic development includes several aspects. Sun points out that “the core points to ‘the other’, which is used to project the desire and fear of Westerners towards China” (Sun, 2010). First of all, Chinese government implements “Go-Abroad” policy to encourage Chinese companies to invest abroad and China’s strong financial power give financial support to Chinese companies, so as to help Chinese companies invest abroad. Secondly, Chinese negotiators are full of ambitions to attempt to invest in Saab, and also they are persevering to do so. From the view of Western media, the aim of Chinese overseas investment is to expand market and create great profit. Therefore, Western countries fear of Chinese flourishing economy. As a result, in this case, editors of Western newspaper write some of articles about Chinese companies intend to get Saab’s technology through investing in Saab and characterize China as a threat.

Consequently, in this case, in the perspective of Western media, China is different from the West and China is a threat for Western economic development, since China’s financial power is strong and solid, and China’s aim of investing in Saab is to get Saab’s technology, so as to develop their own advanced technology. What’s more, Chinese negotiators are persevering to invest in Saab, and Chinese people are adaptable and have amazing productivity. Chinese companies make use of these advantages to expand market and create great profit.

In addition, underlying structures of racialized stereotypes in the material include Chinese negotiators are saviors, Chinese negotiators are full of ambitions, adaptable and Chinese people are adaptable and have amazing productivity because of Chinese cheap labor power.

## 7 Conclusion

The aim of this study is to describe Western images of China by focusing on media representations of Chinese attempts to invest in Saab. More specifically, the following questions should be addressed: 1) how did Western media construct the event of Chinese attempts to invest in Saab? 2) Does this construction or part of it include stereotypes of China or the Chinese? If so, what stereotypes? 3) Are there underlying structures of racialized stereotypes in the material? If so, what kind?

By use of theories and qualitative discourse analysis, the answers of these research questions come out step by step.

Firstly, in the first research question we investigated how Western media constructs the event of Chinese attempts to invest in Saab. In the case, the construction which Western media construction includes orientalist stereotypes and racialized stereotypes.

Move to the second and third questions, these two questions should present together. Of course, there are orientalist and racialized stereotypes in the material. According to the analytical framework, we present answers step by step through using three themes: China as different from the West, China as a threat and the Chinese as the other.

First, the theme of China as different from the West, the reasons of Western media characterizes China as different from the West include three aspects. Likewise, these three reasons are the orientalist stereotypes which presented in the material. First of all, to the Western media, China's financial power is strong and solid. And Chinese government implements "Go-Abroad" policy to encourage Chinese companies to invest abroad. Therefore, Chinese companies have ability to invest abroad because of China's financial support and policy support. Secondly, from the view of Western media, China's aim of overseas investment is to get advanced technology, so as to expand market and create great profit, since in China Chinese companies create profit always by using their advantages—cheap labor power and lax labor law. Comparing with the West, Western companies make use of their advanced technology to get profit. As a result, from the view of Western media, Chinese companies need to get advanced technology by investing abroad.

Second, moving on to the theme of China as a threat, the reasons of Western media characterizes China as a threat includes several aspects. These reasons also can be seen as orientalist stereotypes. Firstly, as mentioned above, Chinese companies have

ability to invest abroad because of China's financial support and policy support. What's more, to the Western media, Chinese negotiators are full of ambitions and persevering to attempt to invest in Saab. Moreover, Western media presents Chinese companies get advanced technology to expand market and create great profit. Western countries are worried about Chinese flourishing economy would affect their economy. As a result, Western media characterizes China as a threat.

Conclusions on the last theme, the Chinese as the other, show that Chinese negotiators who went to negotiate are full of ambitions. What's more, Chinese people are adaptable and have amazing productivity to develop advanced technology and create great profit. These stereotypes are racialized stereotypes which presented in the material. In addition, since Chinese companies have ability to invest abroad because of China's financial support and policy support, Western media characterizes Chinese negotiators as saviors.

New research results have been obtained to enrich the previous literatures which described in the literature review. We have filled the gap in which there was lack of research on media representations of the Chinese investment in foreign car industry. Additionally, we have filled the gap in which there was no academic research on Western media representations of the event of Chinese attempts to invest in Saab. What's more, we have contributed to the literature on the Western images of China by focusing on media representations of Chinese attempts to invest in Saab. The analysis conclude that China is a country whose people are adaptable and have amazing productivity, since China has cheap labor power and lax labor law. Furthermore, China is a country whose financial power is strong and solid, Western media characterizes China as a threat. Moreover, Chinese negotiators who went to Sweden to negotiator not only are full of ambitions, but also they are the saviors for Western companies which are on the verge of bankrupt.

Our study is important since there is no academic research on Western media representations of Chinese attempts to invest in Saab. These findings have important implications for society and politics when it comes to the Western images of China.

More researches are needed about media representations of Chinese attempts to invest in Saab. This thesis has focused on Western images of China, in order to get the images of China more comprehensive, it would be interesting to research how Asian media constructed the event of the Chinese attempts to invest in Saab.

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