RITSUMEIKAN UNIVERSITY

ASIA-JAPAN RESEARCH INSTITUTE RITSUMEIKAN UNIVERSITY

IIRAS Institute of International Relations and Area Studies

Global China Studies Seminar Series

Constructing the Global South: China's Counter-Hegemonic Narrative Strategy Across State Media and Academic Journals

30 November 2026 (Monday)

Co-organized by Monthly Young Scholars Research Meeting (IIRAS MYSRM Program)

Why has the "Global South" become central to Chinese foreign policy discourse? This talk explores how China constructs and mobilizes the concept through a mixed-methods analysis of 2,263 articles from People's Daily and Global Times, alongside 557 Chinese-language academic papers published between 2019 and 2025. The findings reveal that geopolitical contestation with the West, rather than South-South solidarity or development partnership, constitutes the dominant narrative. Introducing the concept of definitional entrepreneurship, the talk examines how Chinese state media shape the boundaries of Global South membership, while academic scholarship reframes the concept as a challenge to Western epistemological hegemony. It further explores the relationship between official media narratives and policy-relevant scholarships.

Time

- 13:10–14:45

Location

- Ritsumeikan University, Kinugasa Campus
- Koshinkan Building Room KS306

Inquiry

mh-rep@gst.ritsumei.ac.jp

https://en.ritsumei.ac.jp/research/aji/

Speaker



Yuan Zhou

Yuan Zhou is a Senior Assistant Professor in the Faculty of Humanities and Social Sciences at Okayama University. His research lies at the intersection of international relations, political communication, and Chinese politics. He examines how China communicates ideas about legitimacy and international order and constructs political narratives through state media, public diplomacy, and public discourse. His work addresses topics including Chinese state media, public perceptions of democracy, authoritarian persuasion, human rights naming and shaming, and global governance discourse. Methodologically, he employs quantitative text analysis, computational methods, and survey experiments.

Moderator



Mina Tadrous
Senior Researcher
Research Organization of Open Innovation and Collaboration