

“Social representations of the stock market in financial advisors, investors and media”

**18th International Summer School on
Social Representations and
Communication– Rome, Italy
8-19 July 2012**

MEDIA ANALYSIS ON CHINESE JOURNALS

A COMPARISON BETWEEN EUROPEAN AND CHINESE JOURNALS

presented by Haoxing Wang



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UNIVERSITÀ DI ROMA



European PhD on
Social Representations & Communication



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This presentation will largely consist of comparison of the results from analysis of European and Chinese Journals.

la Repubblica.it
il mondo in diretta 24 ore su 24

Il Sole 24 ORE

The Economist

LesEchos.fr



中國日報
CHINA DAILY
THE NATIONAL ENGLISH LANGUAGE NEWSPAPER



Countr y	Generalized Journal	Specialized Journal	Social Network
China	China Daily (N. Articles : 450) 	China Security Journal (Under Analysis) 	BaiDu Answer (Under Analysis) 

Selection criteria

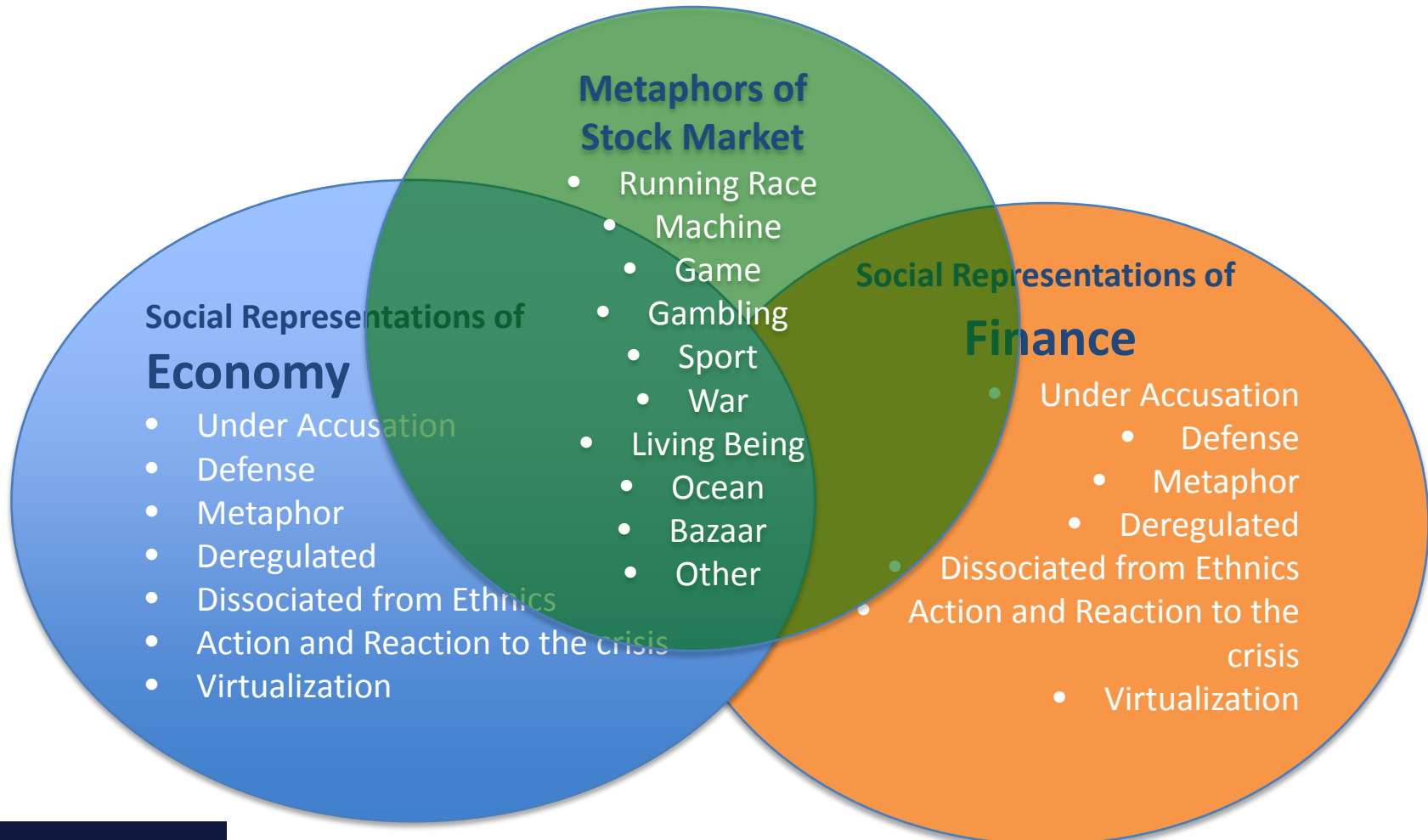
- Key words : “stock market” “financial crisis”,
- Time period : 1st September 2008 - 31st May 2010

Statistical Analyses:

- Classification Descendant Hierarchy
- Software Alceste



Dimensions used as SELECTORS of the CORPUS





Year of publication of the article:

- YEAR 2008
- YEAR 2009
- YEAR 2010

Qualification of the author of the article:

- Academic Expert
- Journalist
- Economic / financial
Journalist
- Political Leader
- Banking Expert
- Layman
- Not available Other

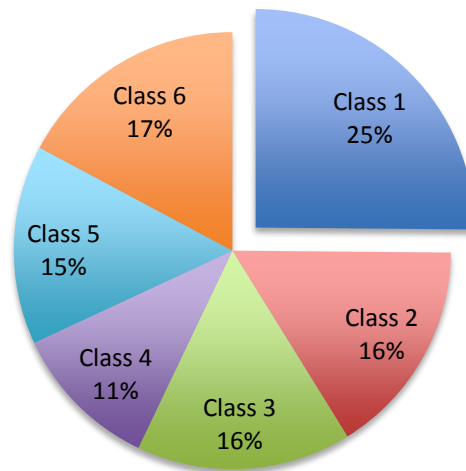
Thematic Area of the article:

- Financial
- Economical
- Political
- Current Events
- Others



Class 1 PERFORMANCE AND EXPECTATION OF CHINESE STOCK MARKET

U.C.E. : 503
(Elementary Context Units)



Top 20 Identified Words	Chi2
index	190,68
point	180,87
rally	124,63
composite	123,82
Shanghai	103,05
bull	99,88
analyst	80,37
market	75,60
benchmark	73,36
percent	62,16
bullish	59,84
than	56,38
when	50,21
run	47,56
was	45,69
year	45,36
stock	44,01
sentiment	43,39
cap	41,38
investor	39,95

KEY ELEMENTS in the print media discourse	INTERPRETATION
<ul style="list-style-type: none"> • Index • Shanghai • Benchmark • Composite • Stock 	<p>Description of the stock market performance by references to index and other technical terms</p>
<ul style="list-style-type: none"> • Metaphors: <ul style="list-style-type: none"> ➤ Running race ➤ Living beings bear, bull, bearish bullish, sentiment, panic 	<p>The agents in the discourse production:</p> <ul style="list-style-type: none"> • analysts' competitive representation • Individual investors' animistic and anthropomorphic representation

SIGNIFICANT DESCRIPTIVE VARIABLES

Year: 2009	Author: economic/financial journalists	Thematic Are: Finance
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Examples of Elementary Contextual Unities
U.C.E.

professionals, who track the big cap stocks, are more confident about the rally than individual investors.
U.c.e. 1409-29

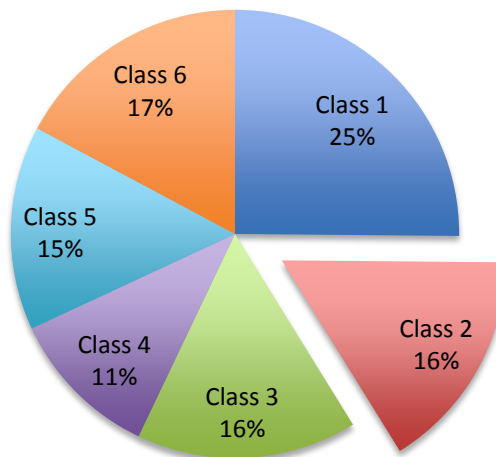
Individual investors are eager to capitalize on a bullish market after the Shanghai benchmark index reached 3, 000
U.c.e. 571-24



Class 2

ACCUSATION OF THE STOCK MARKET DEFICIENCIES

U.C.E. : 321
(Elementary Context Units)



Top 20 Identified Words	Chi2
you	97,25
there	86,58
insider	71,33
they	66,96
play	66,88
his	54,78
what	51,11
us	45,68
who	45,08
not	43,63
can	42,75
information	42,06
parent	42,04
don't	41,78
investigate	41,63
case	40,93
option	40,59
it's	40,44
where	39,04
if	38,17



KEY ELEMENTS

INTERPRETATION

- **You and others:**
 - **GAMBLING :**
 - **ACCUSATION:**
- *Narrative approach: telling life stories from the individual investors: how they invest in the Stock Market*
 - the immature and deregulated Chinese stock market seen as a giant casino.
 - condemn of the information disclosure and manipulation
 - representation of the lay investors as victims compared to professional insiders (institutional investors, officials)
 - representation of the speculators who make profit by taking bet on big events such as "Beijing Olympic" "Shanghai expo"
 - accusation of the political leader Huang, Li involved in illegal cases (stock market manipulation)

SIGNIFICANT DESCRIPTIVE VARIABLES

Year:

2010

Author:

Layman

Thematic

Area:

Current
event



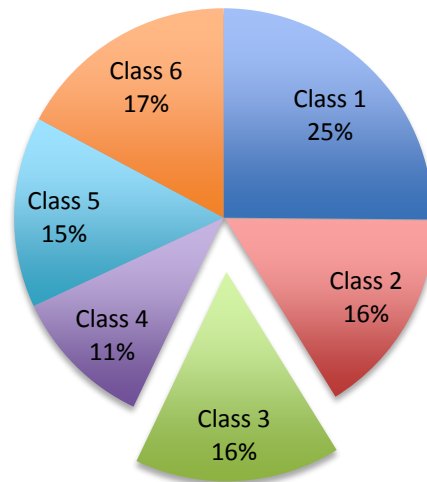
Examples of Elementary Contextual Unities
U.C.E.

"Compared to institutions, individual investors especially are at a disadvantage when it comes to access to information, and sometimes the information they do have access to is manipulated, said Zhu, who started investing in 2003.

U.c.e. 1225 26



U.C.E. : 318
(Elementary Context Units)



Top 20 Identified Words	Chi2
crisis	388,73
economy	156,25
global	139,86
real	106,78
financial	97,08
subprime	88,32
estate	81,01
export	75,31
world	73,73
serious	73,15
recession	66,33
economic	60,52
effect	57,73
consumer	57,22
impact	55,57
burst	52,80
slowdown	49,76
appreciation	47,85
seriously	47,85
housing	46,37



KEY ELEMENTS	INTERPRETATION
<ul style="list-style-type: none"> • Global Crisis • Economy 	<ul style="list-style-type: none"> • Cause : domino effect from the US subprime crisis to the world • Effect : local impact to Chinese economy (export, consumer confidence, domestic housing..)
<ul style="list-style-type: none"> • ACCUSATION: 	<ul style="list-style-type: none"> • Chinese economy relies too much on exports
<ul style="list-style-type: none"> • METAPHOR: 	<ul style="list-style-type: none"> • economy as fuelled by engines: Investment, consumption and exports

SIGNIFICANT DESCRIPTIVE VARIABLES

Year	Author	Thematic Area
2008	Academic Expert	Economy

Examples of Elementary Contextual Unities U.C.E.

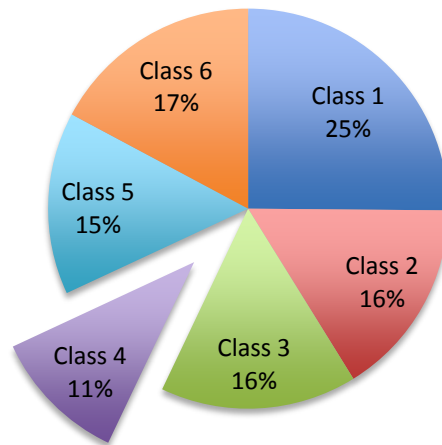
The global economic slowdown, **worsened by the US financial crisis**, has led **to reduced demand for Chinese exports**. This is coupled with the appreciation of the yuan and rising costs for labor, land and raw materials.
U.c.e.
1949-33

China's economy **still relies too much on exports** and is very **vulnerable to fluctuations in international markets**
U.c.e. 179-33

The bursting of **housing bubbles** in Japan, the US and Dubai has caused regional or international economic crises. that's precisely why China's **housing bubble** has attracted so much attention.
U.c.e. 2138-60



U.C.E. : 220
(Elementary Context Units)



Top 20 Identified Words	Chi2
system	180,20
financing	104,53
enterprises	83,95
mechanism	79,21
regulatory	76,46
state	74,38
banking	69,95
rule	64,31
need	61,58
commission	60,22
qualified	60,02
reform	58,99
platform	56,87
regulator	56,87
strict	56,06
institutional	54,62
pension	50,55
security	50,55
resource	49,58
firms	49,47



KEY ELEMENTS	INTERPRETATION
<ul style="list-style-type: none"> • System • Financing • Regulatory • Banks • Enterprise 	<ul style="list-style-type: none"> • Financial System needs to be regulated: by Politics <i>Top Regulator CBRC China Bank Regulatory Commission asks banks to strengthen credit management, focus on credit quality and risk management</i>
<ul style="list-style-type: none"> • Action 	<ul style="list-style-type: none"> • to build a common playing field for both institutional and retail investors • to allocate financial resources more effectively by launching new boards (ex. Growth Enterprise Board)

SIGNIFICANT DESCRIPTIVE VARIABLES

Year	Author	Thematic Area
2009	Expert	Politics and Finance

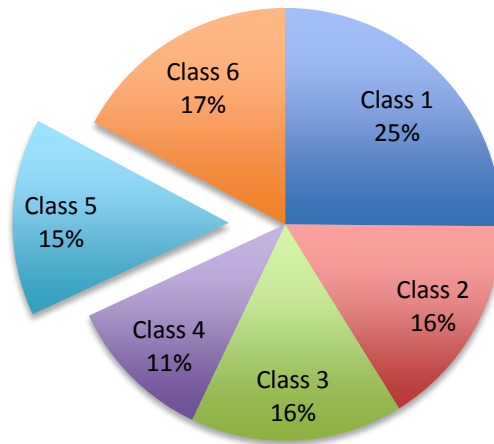
Examples of Elementary Contextual Unities U.C.E.

As a **speculation prone** stock market, China **desperately needs** a set of sound and well **developed institutional guarantees**, including strict credit **system and mechanisms** for **disclosure of information** (u.c.e. 796 46)



Class 5 GOVERNMENTAL POLICIES TO STIMULATE ECONOMY

U.C.E. : 295
(Elementary Context Units)



Top 20 Identified Words	Chi2
policy	207,41
measure	173,63
government	164,59
monetary	158,06
central	155,06
stimulus	120,38
prevent	101,69
lending	98,74
growth	96,30
fiscal	95,50
rate	79,63
policies	73,31
loan	71,63
bubble	66,96
asset	61,20
tax	55,64
bank	52,10
supply	50,63
package	50,52
loose	49,08



KEY ELEMENTS	INTERPRETATION
<ul style="list-style-type: none"> • Policy • Measure 	<ul style="list-style-type: none"> • fiscal policies taken by the China central government to support economic growth Ex. 6 trillion Yuan new loan
<ul style="list-style-type: none"> • Asset Bubble 	<ul style="list-style-type: none"> • concerns of inflation and asset bubbles that may arise from overheating economy Ex. Bank deposit reserve ratio hiked twice to contain banks lending capacity • Discussions of loose or tight policy

SIGNIFICANT DESCRIPTIVE VARIABLES

Year	Author	Thematic Area
2009	Expert	Economy

Examples of Elementary Contextual Unities

China's top decision making body on Friday pledged to maintain its **pro growth** fiscal and monetary policies next year amid growing concerns that rising prices could create an **asset bubble**.

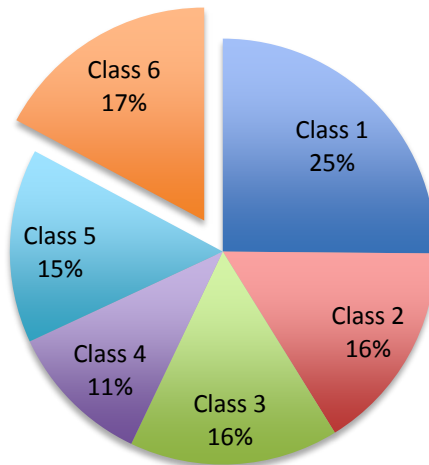
U.c.e. 719 38

We **anticipate enforcement** of **prudent regulations** to limit credit risks, and also measures **to prevent an asset bubble** from threatening the financial sector or social stability.

U.c.e. 1090 32



U.C.E. : 344
(Elementary Context Units)



Top 20 Identified Words	Chi2
billion	224,30
Yuan	219,08
percent	149,03
share	118,87
last	85,39
after	67,51
corporation	66,01
plan	61,34
lock	58,15
according	51,97
insurer	51,86
mainland	50,06
yesterday	49,13
bourse	45,91
suspended	43,55
Tuesday	42,32
tradable	41,88
followed	41,78
group	40,28
float	38,69



KEY ELEMENTS	INTERPRETATION
<ul style="list-style-type: none"> Figures 	<ul style="list-style-type: none"> numeric: billion, yuan, percent temporal: yesterday, Tuesday
<ul style="list-style-type: none"> Fundraising 	<ul style="list-style-type: none"> capitalization and fundraising function of stock market IPO (Initial Public Offering): provide capital sources to corporations



SIGNIFICANT DESCRIPTIVE
VARIABLES

Year	Author	Thematic Area
2008	Journalists	Finance

Examples of Elementary Contextual Unities

Turnover on the two bourses was 47. 3 billion yuan, up 42. 5 percent from last Friday.
Total market capitalization shrank 3. 7 percent to 12. 9 trillion yuan yesterday.

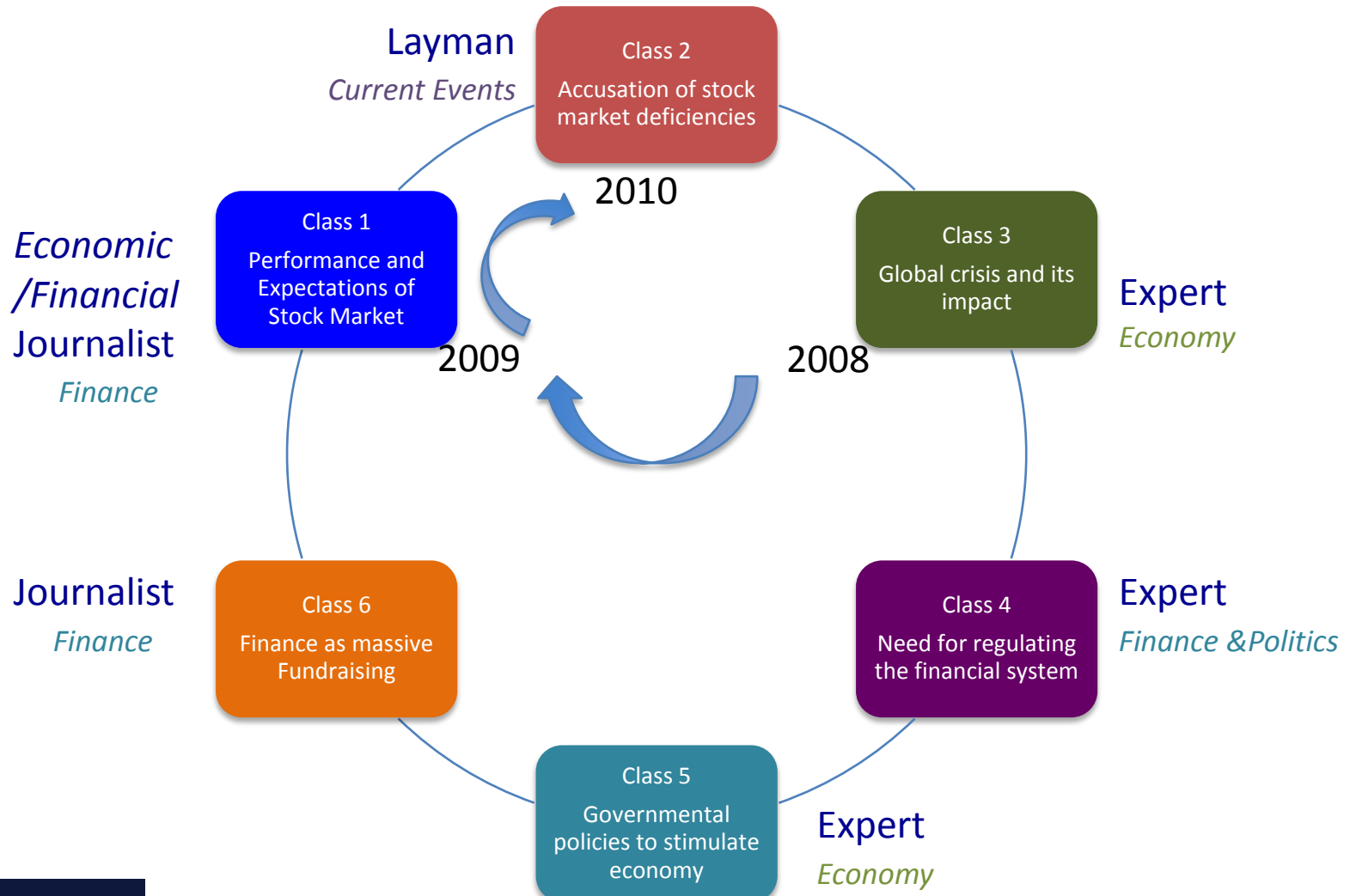
U.c.e. 873-40

Market discussions on Chinese banks' **massive fundraising** drive have heated up since November last year when the reported 100 billion yuan fundraising plan by Bank of China emerged to upset the mainland stock market.

U.c.e. 2906-41



SUMMARY OF 6 CLASSES





Comparison between China and European Journals



	European Journals	China Daily
Social Representations of Economy	<ul style="list-style-type: none">Controversial representations of Economy:<ul style="list-style-type: none">Good Real economy (La Repubblica)Bad economy: corrupted, weak, fragile, troubling (Les Echos)	<ul style="list-style-type: none">Accusation (vulnerability and too much reliance on the export)Metaphor (bubble, living being)Action and Reaction to the crisis
Social Representations of Finance	<ul style="list-style-type: none">Metaphor as Living being: Sick & RecoveryUnder Accusation (Bad finance)De-regulation and Need for Re-regulation	<ul style="list-style-type: none">AccusationDeregulatedAction and Reaction to the crisisDissociated from ethnics

Comparison between European and Chinese Journals

