Coverage Bias in Chinese and Thai News Agencies: a Comparative Study of Reporting on a Scam Case of a Chinese Actor in Thailand

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Abstract

This study examines how news agencies portray emerging issues, focusing on different themes influenced by media and policy agendas, revealing coverage bias between countries and agencies. The case under investigation involves a Chinese actor who was trafficked across the Thai-Myanmar border. Utilizing framing theory and agenda-setting theory as the theoretical framework, the study explores how news agencies in China and Thailand frame the coverage of this case. A content analysis was conducted on 22 online news articles selected from six English-language news agencies, including Xinhua, China Daily, and Global Times in China, and Bangkok Post, The Nation, and Thai PBS World in Thailand. The analysis identified nine key themes and several significant keywords across the articles. Chinese news agencies emphasized diplomatic duty and international cooperation, while Thai news agencies focused on portraying competence and proactivity, emphasizing efforts to protect Thailand's reputation as a safe destination. The findings highlight how news framing reflects national priorities and shapes public perception in both countries.

Keywords: Coverage Bias, Chinese News Agency, Thai News Agency, Framing Techniques, Wang Xing Scam

Introduction

Media bias significantly influences political polarization and public perception, particularly during political crises. Research indicates that media outlets often align with political factions, creating echo chambers that intensify societal divisions and out-group hostility (Tawichsri, Tosborvorn, Suwanik, Sa-ngimnet & Rittinon, 2024). Bourgeois, Rappaz, and Aberer (2018) emphasize that global issues are filtered through information channels, with news organizations condensing and categorizing events into digestible narratives. Hofstetter (1976) notes that news reports may contain deceptive or untruthful statements. Similarly, Bennett (2007) asserts that coverage is often shaped by journalistic perspectives rather than

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objective facts. Chinese actor Wang Xing was lured to Thailand by scammers posing as a casting agency, then trafficked to Myanmar and forced into scam operations. His disappearance, reported by his girlfriend on Chinese social media, led to joint efforts by Chinese and Thai authorities, resulting in his rescue and return for questioning (Ewe, 2025).

Notably, fraud cases are often characterized by conflict, drama, and deviant behavior, which are key elements of a compelling story (Jamieson & Campbell, 2001). Such engaging and entertaining narratives attract a larger audience, increasing revenue from subscriptions and advertising and providing a strong incentive for media outlets to actively embrace their watchdog role (Miller, 2006).

Li (1994) examined how Times, Newsweek, and U.S. News & World Report reported on the PRC and ROC from 1949 to 1993. This study found significant biases, including adjective bias and contextual framing, influenced by U.S. government policies. PRC coverage improved during stronger U.S.-China ties, while ROC coverage declined during its diplomatic isolation. Editorial policies and audience interests, driven by commercial and ideological factors, shaped these biases. Aggadhamvong (2019) analyzed the conflicts between Thailand and Cambodia. the finding highlights that both newspapers portrayed ideological biases in their coverage. The study concluded that media discourse is fundamentally shaped by the ideological and institutional practices of news organizations, which influence public perceptions through linguistic framing.

Media portrayal, influenced by ideological perspectives, affects how topics are represented (Punnahitanond, 2018) and significantly impacts young consumers in Thailand (Karuchit, 2016). This study investigates coverage bias in the Wang Xing case by Chinese and Thai news agencies. It focuses on themes, keywords, and framing techniques to understand how these different representations may influence public perception and potentially mislead audiences. This offers valuable insights into the role of media bias in shaping narratives.

Based on the information provided above, the objectives of this study are: 1) to identify the emerging themes in news coverage of the Wang Xing scam case by Chinese and Thai news agencies, and 2) to analyze the framing techniques in news coverage of the Wang Xing scam case by Chinese and Thai news agencies.

Significance of the Study

This study offers a focused analysis of the Wang Xing scam case, examining how Chinese and Thai news agencies frame and report the issue. It enhances understanding of how cultural and linguistic differences manifest in media coverage, particularly through theme selection, keyword usage, and narrative strategies. Furthermore, it contributes to academic knowledge on biases in news coverage between China and Thailand and identifies the specific types of news agencies in both countries, categorized as serious or emotional media.

Literature Review

1. Media Bias

The term media bias refers to the presence of systematic distortion in news coverage, which influences the way information is presented and perceived by audiences. According to Bennett (2007), media bias may arise from various factors, such as political affiliations, commercial interests, or ideological influences, resulting in selective reporting, framing, and omission of facts. This can lead to coverage that favors particular narratives while marginalizing or downplaying alternative perspectives. Common types of media bias include agenda bias (prioritizing certain topics), tone bias (using emotional or loaded language), and framing bias (emphasizing particular aspects of an event).

According to D'Alessio and Allen (2000), coverage bias manifests through unequal attention given to different perspectives, often influenced by national priorities or institutional interests. This type of bias may not necessarily involve outright falsehoods but rather selective presentation, where certain facts and themes are highlighted over others to support particular narratives. Coverage bias in this study refers to disproportionate themes, selective framing, and keyword emphasis, with potential differences in how Chinese and Thai media portray the Wang Xing case.

2. Framing Theory

Frames act as central organizing ideas that turn unstructured occurrences into recognizable events, influencing how news is presented and interpreted. McCombs, Shaw, and Weaver (2013) argue that framing is an extension of agenda-setting, introducing second-level agenda-setting, where the prominence of specific attributes affects audience interpretation. Frames serve as tools for journalists to efficiently package and convey information, sometimes intentionally reflecting the sender's motives, though they may also operate unconsciously (Scheufele, 1999).

Fairhurst and Sarr (1996) identify several key framing techniques used to shape perceptions and meaning: 1) Metaphor, to frame ideas through comparison. 2) Stories (myths, legends) to use narratives to vividly convey and reinforce topics. 3) Tradition (rituals, ceremonies) and cultural practices give significance to everyday activities and artifacts. 4) Slogans, jargon, catchphrases, and memorable phrases are used to frame objects or concepts in relatable terms. 5) Artifact means Symbolic objects with deeper cultural or visual meaning. 6) Contrast, to define something by highlighting what it is not, and 7) Spin to present a concept with a subtle value judgment to create bias.

3. Agenda-Setting Theory

Agenda-setting theory builds on Walter Lippmann's (1922) observations in Public Opinion, where he described the mass media as a bridge between "the world outside and the pictures in our heads." The core idea is that the issues highlighted by the mass media are perceived as significant by the public. In agenda-setting research, news content is framed as

an agenda of topics, often focusing on the major public issues of the time. The theory explains how the importance placed on these issues by the media is transferred to the public's perception, shaping their priorities. West and Turner (2017) explained that the agenda-setting process has three key stages: setting the media agenda, the public agenda, and the policy agenda. The media agenda determines which issues receive the most attention in the media, influencing public opinion and shaping the public agenda.

Methodology

This study uses a qualitative approach, applying content analysis to explore the themes and keywords presented in news coverage by Chinese and Thai news agencies. Grounded in framing theory, it examines how these agencies frame their reports on the Wang Xing scam case. To identify the keywords, the study systematically analyzed the language used in each article, focusing on repeated and prominent terms that reflected the core messages and framing strategies of the reports. Keywords were derived through manual coding, allowing for a comparative analysis of how different narratives were constructed across the two countries.

1. Sampling

This content analysis focuses on news articles covering the Wang Xing incident, reported between January 5 2025, when the case first emerged, and January 18 2025, when the Chinese government released full details. The articles were sourced from each three major English language news outlets in Thailand and China to ensure balanced and comprehensive representation. Articles were sampled using keywords such as "Wang Xing" and "scam case" and collected from the official media websites of these outlets. Media outlets chosen as samplings were those top three ranked outlets listed on the SCImago Media reputation ranking website that offered English content on their official websites and were accessible to the public. Three Thai media outlets were Bangkok Post, The Nation, and Thai PBS World, (Scimago Media Rankings, 2025b). Three Chinese media outlets included Xinhua News Agency, China Daily, and Global Times (Scimago Media Rankings, 2025a).

2. Procedure

This research was conducted in two phases. The first phase involves a content analysis of Chinese and Thai news media coverage of the Wang Xing scam case to identify emerging themes. Articles were collected from official news agencies, and themes, framing techniques, and keywords were systematically categorized. To ensure coding reliability, 30% of the samples were reviewed by a second coder, a communication arts instructor at a Thai university. In the second phase, framing techniques such as metaphor, storytelling, contrast, and spin are analyzed to evaluate their use in news coverage. The findings from both phases are compared to identify differences and biases in how Chinese and Thai news agencies frame the case.

3. Measurement

The content analysis began with identifying and conceptualizing emerging themes by closely reading news articles from selected Chinese and Thai news agencies. Framing analysis was conducted using a structured coding scheme based on established framing techniques, including metaphor, storytelling, contrast, and spin. Each article was systematically reviewed and coded according to the presence of these framing techniques. Once specific patterns were identified, related elements were grouped into broader thematic categories to organize the data and interpret the framing strategies.

Findings

For Chinese news agencies, ten articles from three English-language outlets were selected. For Xinhua News Agency, there are three news articles selected. Those were 1) Missing Chinese actor has been rescued, says Chinese embassy, 2) rescued Chinese actor departed for China, says Chinese embassy, and 3) Thailand vows to curb human trafficking after Chinese actor's rescue, says senior officer. For China daily, there were three news articles selected, including 4) search ongoing for missing Chinese actor Wang Xing, 5) Thailand makes concerted efforts to crack down on human trafficking, and 6) high time to jointly combat telecom frauds. For global times, there were four articles selected; 7) Chinese actor missing at Thailand-Myanmar border found: Chinese consulate general in Chiang Mai, 8) exclusive: Chinese actor's lawyers reveal details of rescue and resettlement in Thailand, stressing pursuing criminal charges, 9) rescued Chinese actor Wang Xing expresses gratitude for help on social media after returning to shanghai from Thailand, and 10) China's ministry of public security releases details on actor Wang Xing being lured to the Thailand-Myanmar border,12 suspects arrested.

For Thai news agencies, twelve articles from three English-language outlets. For the Bangkok post, there were three news articles selected; 1) Thai officials confirm missing Chinese actor believed in Myanmar, 2) rescued Chinese actor 'promises to revisit Thailand' and, 3) new push to reassure Chinese tourists. For the nation, there were five news articles selected; 4) Chinese actor xingxing being transferred back to Thailand, 5) Thai police thanked for facilitating return of foreign nationals, 6) abduction of chinese actor hurting tourism from china, 7) no thais involved in disappearance of xingxing, police say and 8) chinese actor's disappearance sparks thai tourism safety concerns. For Thai pbs world, there were four news articles selected: 9) Chinese actor missing in Thailand since Friday, 10) Thai authority rushing to find missing Chinese actor, xingxing, 11) Chinese actor found, to be sent back to Thailand this afternoon, and 12) Chinese actor, missing since Friday, safely returned to Thailand.

Themes

According to news articles from agencies in China and Thailand, nine key themes have been identified. The themes and their respective frequencies are outlined as follows.

Figure 1

The Themes And Frequency In Chinese And Thai News
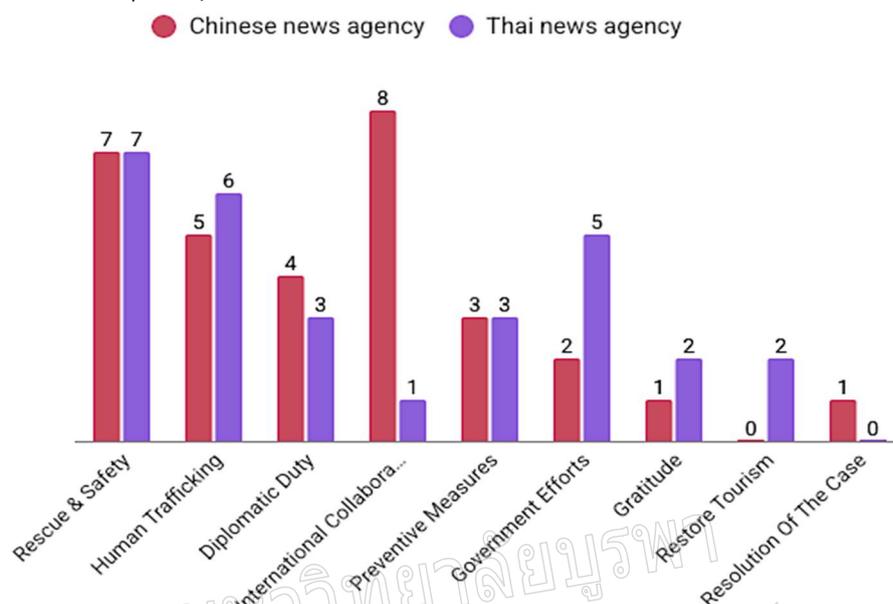
Remark. From news articles collected and analyzed by Xin Fan & Warat Karuchit, 2025

Table 1

The Themes in the Chinese and Thai News Agency

Category	Chinese News Agency	Thai News Agency
Rescue & Safety	Chinese news agencies emphasize Wang Xing's safe return, showcasing China's enforcement capabilities and strong national image in protecting citizens' rights. This theme ties into a diplomatic narrative, highlighting China's role in safeguarding its citizens abroad. Which Chinese coverage underscores international collaboration and diplomatic responsibility.	Thai media focus on the success of the rescue operation, framing it as evidence of Thailand's efficiency and proactive policing. While Thai coverage emphasizes domestic efforts and tourism recovery which reflects each country's priorities in shaping public perception.
Human Trafficking	Chinese news agencies frame human trafficking within a global narrative of protecting citizens from scams and criminal networks abroad, emphasizing risks at the "Thai-Myanmar border". While Chinese coverage integrates the issue into broader citizen protection	Thai media present it as a regional issue tied to cross-border security, highlight trafficking risks and the need for stronger border control. While Thai coverage focuses on regional security.

Category	Chinese News Agency	Thai News Agency
Diplomatic Duty	Chinese news agencies emphasize diplomatic responsibilities, highlighting the proactive role of embassies and consulates in rescuing Wang Xing, reinforcing China's commitment to citizen protection and its image as a responsible global power.	Thai news agencies focus on the leadership and effectiveness of Thai authorities, framing diplomatic cooperation with China as supportive. This narrative emphasizes Thailand's competence and responsibility, maintaining trust in the government's ability to manage crises and protect national interests.
International Cooperation	in Chinese coverage, highlighting the strong China-Thailand partnership and framing the rescue as proof of effective cooperation in addressing cross-border issues. This enhances China's global image.	Thai News agencies emphasize their leadership in the operation which portraying collaboration with China as supportive. They also highlight cooperation with Myanmar, underscoring the importance of regional partnerships among Southeast Asian nations in handling the incident.
Preventive Measurement	Chinese news agencies frame preventive measures as a mix of international collaboration and public awareness, focusing on educating citizens about scams and cross-border crime risks.	Thai news agencies emphasize stricter border control, enhanced law enforcement, and public education campaigns to prevent future incidents, portraying Thai authorities as proactive in safeguarding locals and tourists.
Government Effects	Government efforts are not a dominant theme in Chinese coverage, which focuses more on diplomatic efforts and preventive measures. However, Chinese news emphasizes the role of embassies and consulates in closely monitoring and updating the situation, subtly reflecting governmental involvement.	Thai news agencies highlight the Thai government's positive role in managing the rescue, emphasizing the competence and dedication of authorities. This narrative aims to bolster public confidence and reinforce Thailand's international image as a responsible, reliable state,

Category	Chinese News Agency	Thai News Agency
		particularly in addressing human trafficking and cross-border issues.
Gratitude	Gratitude is not emphasized in Chinese coverage, as the narrative focuses more on structural and systemic solutions than on expressions of appreciation.	Gratitude is a main theme reported in Thai coverage, with news articles expressing thanks to Thai authorities for their effective handling of the case. This theme is used to highlight Thailand's dedication to safety and hospitality, serving as a public relations strategy to rebuild confidence among Chinese tourists.

These thematic differences reflect each country's framing priorities. Thai media focus on government efficiency, the success of the rescue, and rebuilding confidence in tourism closely tied to Thailand's economic interests. Meanwhile, Chinese media highlight diplomatic responsibility, international cooperation, and issues like human trafficking to emphasize the government's role in protecting its citizens and maintaining global standing. Both approaches show how the media shape narratives that support national interests in different ways.

Keywords

Under each theme identified from the news articles between China and Thailand, the keywords vary, shaping the narrative in different directions as outlined below.

Table 2

The keywords in the Chinese and Thai News Agency

Category	Chinese News Agency	Thai News Agency
Rescue	Rescue Operation, Rescue Action, Safe Return.	Rescued from Myanmar, Safe Return, Rescued by Thai police.
Crime & Illegal Activities	Human Trafficking, Job Offer Scams, Cyber-Fraud, Scam, Cross-Border Crime.	human trafficking victim, Myanmar scam centre, human traffickers, Chinese call centre gang, Chinese suspect, Chinese scammer, no Thais were involved, Illegal Border Crossings.

Category	Chinese News Agency	Thai News Agency
International Cooperation	Thailand-Myanmar Border, China-Thailand Cooperation, International Cooperation.	Thai-Myanmar Border, Cooperate With Chinese Agencies, Myanmar Border.
Prevention	Public Awareness, Anti-Trafficking Measures, Cyber-Fraud, Public Safety Measures.	Boost Tourist Confidence, Tackle Fake News, Tourist Police, stepped up preventing measures, guidelines for preventing and suppressing human trafficking.
Confidence & Gratitude	Gratitudes To China, Thailand, China-Thailand Cooperation, Protect The Legal Rights, International Cooperation.	No worries about Thailand, voluntarily shows passport, normal immigration process.

The Wang Xing case reveals how Chinese and Thai news agencies use different framing strategies to shape public perception and manage their respective national interests. Chinese media emphasize collaborative success and diplomatic commitment by frequently using keywords like "rescue operation" and "safe return," which appear 7 times in 10 articles. This framing highlights China's role in securing Wang Xing's safety through cooperation with Thailand, reinforcing its image as a protector of its citizens abroad. Thai media focuses on operational efficiency and safety with keywords such as "rescued from Myanmar" and "rescued by Thai police," appearing 7 times in 12 articles. This narrative reassures audiences of Thailand's competence and safety measures.

Both countries frame the case within broader systemic issues, though with differing emphases. Chinese media frequently use terms like "human trafficking," "job offer scams," and "cross-border crime," appearing 8 times in 10 articles, to educate the public on risks related to organized crime targeting Chinese citizens abroad. This approach ties the case to ongoing systemic reforms and preventive strategies. Thai media, however, emphasize localized issues with terms like "Myanmar scam center" and "Chinese call center gang," appearing 9 times in 12 articles. They repeatedly use phrases like "no Thais were involved" to distance Thailand from criminal involvement, aiming to protect the country's reputation.

Keywords such as "China-Thailand cooperation" and "Thailand-Myanmar border" appear in all Chinese articles, reinforcing the importance of bilateral collaboration in addressing cross-border crime. This frames China as a proactive global actor working with partners to ensure safety and resolve crises. Similarly, Thai media highlight terms like "cooperate with Chinese agencies," and "illegal border crossings," presenting Thailand as a key player in securing its borders. While acknowledging collaboration with China, Thai media emphasize their own leadership in border management and maintaining strong diplomatic ties.

Both countries also emphasize public awareness but with different objectives. Chinese media use keywords like "anti-trafficking measures," "cyber-fraud," and warnings about fake job offers and scams, focusing on educating citizens to mitigate future risks. Thai media, however, emphasize public confidence-building with terms like "stepped-up preventing measures," "guidelines for preventing human trafficking," and "tourist police." These narratives aim to reassure Chinese tourists and protect Thailand's vital tourism sector from negative fallout.

Diplomatic themes also differ in focus. Chinese articles highlight "gratitude to China and Thailand" and "protect legal rights," emphasizing diplomatic success and positive relations between the two countries. This narrative enhances China's global image as a responsible international partner. In contrast, Thai media use phrases like "no worries about Thailand," "voluntarily shows passport," and "normal immigration process" to dispel concerns and protect Thailand's reputation by distancing itself from illegal activities.

Overall, Chinese news agencies focus on projecting diplomatic strength and government intervention while omitting sensitive issues like Chinese criminal gangs. Thai media frame the story to absolve Thailand of responsibility, shifting blame to foreign actors. These contrasting narratives reflect each country's priorities in shaping public perception domestically and internationally, aligning with broader strategies of reputation management and agenda-setting.

Key Framing Techniques

Based on the themes and content of news articles, Chinese and Thai news agencies employ several prominent framing techniques, including metaphor, storytelling, contrast, and spin. These techniques are instrumental in shaping narratives that align with each country's strategic objectives.

Chinese news agencies often use the Thai-Myanmar border as a metaphor for danger and instability, highlighting issues such as human trafficking and scams in Southeast Asia, particularly in Thailand and Myanmar, to emphasize the urgency of Chinese diplomatic intervention. Similarly, "rescue operations" are framed as missions to protect Chinese citizens abroad, showcasing the Chinese government's proactive and positive role in safeguarding its nationals. On the other hand, Thai news agencies portray the "border" as a defensive line symbolizing Thailand's sovereignty and its efforts to maintain security against foreign criminal networks. These contrasting metaphors shape the narratives of the two countries, with China positioned as the protector of its citizens and Thailand depicted as a victim of transnational crime, simplifying the complexities of cross-border issues into distinct roles.

Chinese news agencies craft a heroic rescue narrative, portraying the Chinese government as intervening in a dangerous environment to save Wang Xing. This story emphasizes the relationship between victims and saviors, highlighting the success of Chinese diplomacy while deliberately avoiding details about the complicity of Chinese scam gangs.

This approach facilitates China's image as a protector. In contrast, Thai news agencies frame the incident as a rescue operation that underscores Thailand's role in saving Wang Xing and addressing human trafficking. Thai authorities are portrayed as proactive heroes, while "Chinese scam gangs" are indicated as negative actors. For instance, Keywords like "no Thais involved" enhance the notion of Thailand as an innocent nation. This framing shifts public attention away from internal shortcomings, instead projecting Thailand as a competent, safe, and responsible nation. By clearly defining positive and negative roles, these narratives support the image each country aims to project: China as a responsible global power and Thailand as a proactive and innocent nation.

The use of contrasts further highlights these narratives. Chinese news agencies emphasize the difference between Wang Xing as an innocent victim and the criminal gangs exploiting him, as well as the safety and stability of China contrasted with the chaos and danger of Thailand, Myanmar, and the broader South Asia region. This highlights the contrariety between safety and dangers. Conversely, Thai news agencies focus on the positive aspects of the rescue operation, framing it as a proactive effort against Chinese scam gangs. The key words "no Thais involved" creates a clear distinction between Thai authorities and the criminals, while also contrasting Thailand's competence in addressing such issues with Myanmar's inability to control illegal activities. These contrasts serve to strengthen each nation's self-image: China as a heroic rescuer amid disorder and Thailand as a lawful enforcer protecting its sovereignty against external threats.

Spin is another key technique employed by both countries. Chinese news agencies frame the government's actions and diplomacy as highly successful, deliberately avoiding inconvenient truths, such as the involvement of Chinese scam gangs in human trafficking. This approach ensures the narrative focuses on the government's efforts and the incident itself, deflecting any criticism of China's internal issues. In contrast, Thai news agencies spin the narrative to emphasize Thailand's innocence. An article headline reported by The Nation, like "No Thais involved" shifts blame onto Chinese scam gangs, reinforcing the idea that Thailand is not a patterner. This method reassures the Thai public of their country's innocence while highlighting its competence in managing cross-border crime. By spinning the story in their favor, both nations successfully project themselves in a positive light.

Discussion

The Wang Xing case illustrated how Chinese and Thai news agencies employ distinct framing techniques to shape narratives that align with their national interests. Drawing on framing theory, the analysis shows that Chinese media strategically focus on themes such as diplomatic duty, international cooperation, and public safety, using keywords like "rescue operation" and "cross-border crime" to frame China as a responsible global actor. This framing

underscores the government's protective role while downplaying sensitive internal issues, such as the involvement of Chinese scam networks to preserve the national image.

In contrast, Thai media emphasized operational success, tourism recovery, and blame attribution, frequently using keywords such as "Chinese scam gangs," "rescued by Thai police," and "tourism police." These frames work to reassure both domestic and international audiences that Thailand remains a secure and capable country image. The repetition of statements like "no Thais were involved" reflects a clear effort to shift responsibility away from local actors and safeguard Thailand's reputation, particularly important for a country reliant on tourism.

These framing strategies through keyword selection, emphasis, and omission demonstrated how news media can construct narratives that serve broader policy and image-building objectives. Rather than simply reporting facts, the media act as active agents in shaping how events are understood within both domestic and international contexts.

While both Thai and Chinese news media frame narratives seem to align with their respective national policy agendas, agenda-setting theory which involves shaping media, public, and policy priorities offers a useful framework for understanding these strategies (West & Turner, 2017). Chinese media tend to emphasize their government's proactive engagement in international affairs, whereas Thai media focus on demonstrating domestic competence and attributing blame to external actors. These framing approaches reflect and reinforce the priorities of both media systems and their associated policy agendas.

Chinese media highlight themes such as diplomatic responsibility, cross-border cooperation, and citizen protection, reflecting China's policy agenda of asserting its global leadership and ensuring the safety of its nationals overseas. By using keywords like "China-Thailand cooperation", "rescue operation", and "international collaboration", Chinese outlets reinforce the narrative that the government is actively fulfilling its protective role, which goes along with the "positive content" approach from the government. This framing aligns with broader Chinese foreign policy priorities, particularly in Southeast Asia, where regional impacts and bilateral relations are critical. Thai media focus heavily on themes like operational success, tourism recovery, and blame deflection, aligning with Thailand's policy interest in revitalizing its tourism economy and maintaining its national image. Keywords like "no Thais were involved" and "boost tourist confidence" directly speak to the country's goal of preserving international trust and minimizing reputational damage. Moreover, reiterating the keyword "Chinese scam gangs" in Thai media to attract readers could reflect the feeling of being increasingly threatened by foreign criminals in Thai society.

This media-driven agenda-setting process also influences concrete policy decisions. For instance, the Thai media's focus on crimes associated with overstaying tourists has contributed to government proposals to reduce visa-free stay durations for certain nationalities, including Chinese and Kazakhstani citizens, from 60 to 15 days (Shoowong, 2025). This example

illustrates how media coverage can amplify public concerns and place pressure on governments to adopt policies that address both public safety and national interests.

Conclusion

1. Summary of Findings

The coverage of the Wang Xing case demonstrates distinct framing strategies by Chinese and Thai news agencies, reflecting their national agendas. Thai media emphasize operational success, government efforts, and tourism recovery, aiming to maintain Thailand's reputation as a safe destination. In contrast, Chinese media focuses on diplomatic duty, international collaboration, and systemic issues like human trafficking, portraying China as a responsible global actor and protector. Both countries strategically shape narratives using techniques such as metaphor, storytelling, contrast, and spin. Chinese media highlight heroic government intervention, omitting references to Chinese scam gangs, while Thai media shift blame to foreign actors, emphasizing that no Thais were involved. These strategies illustrate how both nations tailor their narratives to manage domestic and international perceptions.

2. Implications

The Wang Xing case shows how Chinese and Thai media use different framing strategies to shape public perception and serve national interests. Chinese media focus on diplomatic cooperation and government action to project a responsible global image, while often omitting internal issues like Chinese scam networks. Thai media emphasize operational success, and tourism recovery, and deflect blame onto foreign actors frequently stating that "no Thais were involved" to protect the country's reputation and reassure the public. These approaches reflect each country's political and economic priorities, especially Thailand's reliance on tourism. The case highlights the powerful role of media framing in shaping perceptions of cross-border issues like human trafficking.

These different media framings can have a great impact in both short and long term to audience perception of each country, not only among audience in both countries but also among uninvolved countries. Importantly, ethical journalism must be one that is based on accurate and transparent reporting, rather than focusing on the country's reputation. Therefore, media professionals in both countries should aim for more balanced and transparent reporting, and avoid any sugar-coating serious matters or attempting to use dramatic storytelling technique to create heroes or villains out of the news stories unnecessarily. Chinese journalists are encouraged to acknowledge internal factors alongside diplomatic achievements to build credibility. Thai journalists should avoid framing and instead offer more nuanced perspectives. Journalists in both contexts should verify information carefully, provide context, and follow ethical standards, especially when covering international incidents. This approach can help strengthen public trust and support constructive global dialogue.

Recommendation

Recommendation for Implementation

The Wang Xing case highlights how Chinese and Thai media employ framing techniques to shape narratives that reflect national priorities. Thai news coverage emphasizes operational success, tourism recovery, and the deflection of blame from local actors to preserve Thailand's image as a safe travel destination.

Recommendation for Further Research

Future research should further investigate how coverage bias affects public perceptions of government credibility and international reputation. Additionally, studies could explore how media framing in cross-border crime cases impacts public trust and industries such as tourism while examining how newsrooms navigate the balance between national interests and ethical journalism to manage reputational risks.

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