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Communicating the Image of the Belt and Road Initiative Through English Language Online Media in Thailand

Duan Hua¹, Kanokrat Yossakrai^{2*}, Nutchapatananukit³

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Name of Author:

1. Duan Hua

Faculty of Communication Arts,
Bangkokthonburi University, Thailand.
School of Sports Media, Guangzhou
Sport University, China.

Email: duanhua1130@gmail.com

3. Dr. Nutchapatananukit

Faculty of Communication Arts,
Bangkokthonburi University
Email: bua4747@gmail.com

Corresponding Author*:

2. Asst.Prof.Dr. Kanokrat Yossakrai

Faculty of Communication Arts,
Bangkokthonburi University,
Thailand.

Email: kanokraty@gmail.com

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ABSTRACT

This research aimed to explore: (1) the state of communication regarding the Belt and Road Initiative in Thailand through English Language Online Media; (2) the portrayal of the Belt and Road Initiative in the same media; (3) Thai public perceptions of the Belt and Road Initiative through this media; and (4) to derive communication guidelines for the initiative in Thailand. The theoretical framework included perceptions theory, communication process, and public relations theory. The mixed-methodology approach involved a population study in Bangkok, targeting individuals aged 18 to 60 with social awareness. A sample of 400 participants was determined using the Taro Yamane formula. The key informant was the general news editor at Bangkok Post. Data collection utilized online questionnaires, documents, and in-depth interviews, with descriptive statistics and Pearson correlation employed for data analysis.

Key findings revealed that, prior to September 2023, the Belt and Road Initiative was well-covered by Bangkok Post but faced declining interest over time. The Indo-European Corridor (IMEC) policy and the "Green BRI" presentation by the new Thai government renewed attention. The BRI image transformed from neglect to vibrancy. Thai people exhibited divided opinions, with one group supporting the initiative for its potential economic impact, while another leaned towards Western policies. Recommendations include transparent policy disclosure to the Thai public, media balance in representing diverse political positions, and the Chinese government adopting a participatory approach with Thai online media, avoiding top-down communication for better responsiveness to Thai news feedback.

Introduction

On September 7, 2013, Chinese President Xi Jinping delivered a significant speech at Nazarbayev University in Kazakhstan titled "Promoting People-to-People Friendship and Creating a Better Future Together." In this address, he advocated for the collaborative establishment of the "Silk Road Economic Belt" through innovative cooperation models (People's Daily, 2013). During his visit to ASEAN in October 2013, General Secretary Xi Jinping further introduced the strategic concept of the "21st-Century Maritime Silk Road." In a speech to the Indonesian parliament titled "Working Together to Build the China-ASEAN Community of Shared Destiny," General Secretary Xi promoted the creation of the Asian Infrastructure Investment Bank and the development of a joint venture for the "21st Century Maritime Silk Road" (Xinhua, 2013).

The Belt and Road Initiative encompasses 65 countries, including Mongolia in East Asia, 10 ASEAN countries, 18 in West Asia, 8 in South Asia, 5 in Central Asia, 7 in the Commonwealth of Independent States, and 16 in Central and Eastern Europe.

As we approach the 10th anniversary of the Belt and Road Initiative in 2023, it stands as China's foremost state-level strategy. Its successful implementation hinges on obtaining the consensus of countries along the Belt and Road, a task not limited to governmental bodies but one that also necessitates understanding and support from the public. Over the past decade, governments across various nations have actively aligned their strategies with the Belt and Road Initiative, tailoring their approaches to their respective national conditions. Notable alignments include the integration with the European Plan for Accommodating Tourists, Russia's Eurasian Economic Union, Kazakhstan's Bright Road, and Poland's Amber Road (Li Zheng, 2020).

I firmly believe that the Belt and Road Initiative has displayed resilience and dynamism throughout its existence, consistently offering new opportunities for both China and the countries along its routes. Hence, this paper aims to examine news reports related to China's Belt and Road Initiative in Thailand's Bangkok Post. Its objective is to convey China's foreign policy and supporting policies to the nations along the Belt and Road, emphasizing positive content in economic cooperation, cultural exchanges, tourism development, and business negotiations. The intention is to yield positive outcomes, provide guidance for cooperation, and highlight the value significance for the publicity and promotion of relevant policies along the Belt and Road. This, in turn, seeks to foster cultural exchanges and collaboratively advance the new era of Belt and Road cooperation.

Objective

- 1) To study the situation of communication of the Belt and Road Initiative through English Language Online Media in Thailand.
- 2) To study the image of the Belt and Road Initiative through English Language Online Media in Thailand.
- 3) To study of Thai people's perceptions for the Belt and Road Initiative through English Language Online Media in Thailand.

4) To find the guideline of communicating of the Belt and Road Initiative through English Language Online Media in Thailand.

Research Framework

The content scope of the study encompasses:

- 1) The situational communication image of the Belt and Road Initiative.
- 2) Content analysis of the origin of the Belt and Road Initiative from Bangkok Post in Thailand.
- 3) Perceptions theory.
- 4) Communication process according to Berlo.
- 5) Communication image creation.
- 6) Public relations theory.

The target population is the Thai audience engaged in reading English online media in Thailand. Specifically, the sample group comprises individuals from the Thai population who read English online media within the framework of the "One Belt One Road" project. This demographic is in the capital city of Thailand, Bangkok, and comprises 400 individuals.

For interviews and primary information, the study will involve editors and journalists from the editorial department of Bangkok Post. The key interviewers will be the editors and journalists responsible for gathering and compiling news reports related to the Belt and Road Initiative. The participants can be categorized based on the type of news, with each group consisting of 1 to 2 chief editors and 2 journalists, totaling 2 to 3 individuals. The research is expected to span a duration of three months.

Research Methodology

1) Literature method: By referring to books, electronic journals and network search, the author can refer to relevant literature and analyze previous research results, to provide theoretical basis with reference value for this study.

2) In-depth interview method: Qualitative research: Semi-structured interview is the tool. Key interviews in this study are divided into two groups. Key informants are personnel working in English online media organizations. There are positions related to news editors, journalists, responsible for producing foreign news content or content about the Belt and Road Initiative of China, which this research is Bangkok Post.

3) Questionnaire survey method: Quantitative research: The tool is an online questionnaire survey. This study will take Bangkok, the capital city of Thailand, as the main collection point, and conduct a questionnaire survey on people living in Bangkok. The number of questionnaires should be 400. The content of the questionnaire is about the public's understanding channels, cognition level, attitude and views on the Belt and Road Initiative.

Results

Section 1: Result of the situation of Communicating of the “One Belt One Road” project Through English Language Online Media in Thailand

The past news reports of Bangkok Post based on the 'Belt and Road' initiative were searched from 2014 to 2023. From October 2014 to the present, 655 news articles were searched on the official website of the Bangkok Post using the keyword 'Belt and Road' initiative. According to the research results, it is evident that the Bangkok Post has extensively covered China's 'Belt and Road' initiative, with a focus on economic, cultural, tourism, and business aspects. In terms of the number of reports, the Bangkok Post has significantly higher coverage, indicating its greater influence in Thailand and neighboring countries. Additionally, the study found that the reports were posted on official websites, suggesting that the online media communication means of these channels were fully utilized.

The Bangkok Post's coverage of the Belt and Road Initiative reveals that these reports mainly originate from government and enterprises as sources of information, featuring diverse and biased content, wide dissemination channels, and a broad audience. To enhance the credibility and attractiveness of the Belt and Road Initiative, there should be a concerted effort to provide transparent and accurate information. Cooperation among the government, enterprises, and media is essential to enhance public awareness of the Belt and Road Initiative.

In conclusion, to promote the Belt and Road Initiative, there is a need to strengthen cooperation and open communication channels, thereby improving public perceptions and fostering mutual understanding and cooperation.

Section 2: Result of the image of the “One Belt One Road” project Through English Language Online Media in Thailand.

The Belt and Road initiative has garnered significant attention and coverage in English-language online media in Thailand, and the project's image is relatively positive. The following is a specific analysis:

- 1) Source: The main sources covering the 'Belt and Road' initiative are government and commercial organizations, indicating that the coverage is more official and formal.
- 2) Message: English-language online media in Thailand provide rich information about the 'Belt and Road' initiative, including reports on project progress, investment amounts, specific details, as well as relevant political and geostrategic analyses.
- 3) Communication channels: The audience of English online media in Thailand consists mainly of tourists, students, businessmen, and individuals who speak English as a second language. This suggests that the purpose of news reports extends beyond information delivery, aiming to better promote Thailand's national image and economic development.
- 4) Receiver: Audiences exhibit varying attitudes towards the reports, evaluating the 'Belt and Road' initiative based on their backgrounds and experiences. Therefore, Thai English online media should adopt different reporting strategies to meet the diverse needs of readership groups.

Overall, Thai English-language online media coverage of the 'Belt and Road' initiative plays a crucial role in conveying information, promoting Thailand's national image, and boosting the economy. However, media coverage is influenced by political positions and ideologies. Consequently, the government and related agencies should collaborate with the media to enhance the transparency of official information, address media comments and feedback, and eliminate bias and misunderstanding to bolster the initiative's credibility.

Section 3: Result of Thai people's perceptions for the “One Belt One Road” project Through English Language Online Media in Thailand

This research is quantitative research. The sample group consisted of 400 Thai people who read English newspapers using an online questionnaire. In summary, the results of the data analysis were summarized. The researcher presents the following:

1) Result of Data Analysis for General demographic information about respondents

From the literature review the researcher studied the variables from concepts, principles, theories, and research related to demographic characteristics. The layout of the variables is shown in the following table.

Table 1 Frequency and percentage Result of Data Analysis for Questionnaire: Gender information

Main Variables	Sub Variables	Sources	
		Frequency	Percentage
Gender	male	198	49.5
	female	202	55.5
	Total	400	100.0

From Table 1, it was summarized that Most of the respondents were 202 females, representing 55.5 percent, and 198 males, representing 45.5 percent.

Table 4.2 Frequency and percentage Result of Data Analysis for Questionnaire: Age information

Main Variables	Sub Variables	Sources		
		Frequency	Percentage	Ranking
Age	20-25 years old	23	5.8	9
	26-29 years old	44	11.0	6
	30-35 years old	59	14.8	2
	36-39 years old	69	17.2	1
	40-45 years old	58	14.5	3
	46-50 years old	47	11.8	4
	51-55 years old	45	11.2	5
	56-60 years old	29	7.2	7
	Older than 61 years	26	6.5	8

Main Variables	Sub Variables	Sources		
		Frequency	Percentage	Ranking
	Total	400	100.0	

From Table 2, it was summarized that Most of the respondents Aged between 36-39 years, 69people, representing .172 percent, followed by 30-35years of age, 59people, representing 14.8percent, 40-45years old, 58people, representing 14.50percent, 46-50years old 47people, representing 11.8percent, age 51-55years, 45people, representing .112 percent, 26-29years old, 44people, representing 11.00percent, age 56-60years, 29people, representing .72 percent over 60years old Up to 26people, representing 6.5percent and 20-25years of age, 23people, representing 5.8percent.

Table 3 Frequency and percentage Result of Data Analysis for Questionnaire: Educational background information

Main Variables	Sub Variables	Sources		
		Frequency	Percentage	Ranking
Educational background	Junior high school and below	52	13.0	3
	High school/technical secondary school/ high vocational school	101	25.2	2
	Undergraduate/College	227	56.0	1
	Junior high school and below	20	5.0	4
	Total	400	100.0	

From Table 3, it was summarized that most respondents Have a past study at the bachelor's degree / college level, 227 people, representing 56.8 percent, followed High school/technical secondary school/high vocational school, 101 people, representing 25.2 percent, Junior high school and below, 52 people, representing 13 percent and Junior high school and below, 20 people, representing 5 percent.

Table 4 Frequency and percentage Result of Data Analysis for Questionnaire: Current occupation information

Main Variables	Sub Variables	Sources		
		Frequency	Percentage	Ranking
Current occupation	Student	53	13.2	5
	Office worker	63	15.8	3
	Government	57	14.2	4
	Business owner	75	18.8	2
	Freelance	104	26.0	1
	Unemployed	48	12.0	6
	Other, please specify	-	-	-

Main Variables	Sub Variables	Sources		
		Frequency	Percentage	Ranking
	Total	400	100.0	

From Table 4, it was summarized that most of the respondents are currently freelance, 104 people, representing 26 percent, followed by business owners, 75 people, representing 18.8 percent, 63 office workers, representing 15.8 percent, government, 57 people, representing 14.2 percent student, 53 people, representing 13.2 percent and unemployed, 48 people, representing 12 percent.

2) Result of Data Analysis for Research Objective 1

From the literature review the researcher studied variables from concepts, principles, theories, and research related to online media exposure of Thai people. Behaviour in English related to the communication of the image of the "Belt and Road" initiative is shown in the following table.

Table 5 Frequency and percentage Result of Data Analysis for Questionnaire: How much do you pay attention to international news situations?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
How much do you pay attention to international news situations?	Regular attention	73	18.2	3
	Occasional attention	244	61.0	1
	Barely attention	83	20.8	2
	Total	400	100.0	

From Table.5, it was summarized that most of the respondents Pay attention to foreign news situations from Occasional attention of 244 people, representing 61 percent, followed barely attention of 83 people, representing 20.8 percent, and regular attention 73 people, representing 18.2 percent.

Table 6 Frequency and percentage Result of Data Analysis for Questionnaire: During the past 5 years, have you been exposed to information about the "Belt and Road" initiative of China?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
During the past 5 years, have you been exposed to information about the Belt and Road Initiative (BRI) of China?	No	112	28.0	2
	Yes	288	72.0	1
	Total	400	100.0	

From Table 6, it was summarized that most of the respondents Received information about the Belt and Road Initiative (BRI) of China in the past 5 years, 288 people, representing 73 percent, and not receiving information, 112 people, representing 28 percent.

Table 7 Frequency and percentage Result of Data Analysis for Questionnaire: What are your exposures international news to English online media in Thailand?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
What are your exposures international news to English online media in Thailand?	online media of Bangkok Post	34	8.5	2
	international news in Thai online media translated into English	337	84.2	1
	other	-	-	-
	Total	400	100.0	

From Table 7, it was summarized that most of the respondents were exposed to foreign news from online media in Thai translated into English, 337 people, representing 84.2 percent, followed by 34 people exposed to news from online media of Bangkok Post.

Table 8 Frequency and percentage Result of Data Analysis for Questionnaire: The frequency of your exposure to international news on English online media in Thailand.

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
The frequency of your exposure to international news on English online media in Thailand.	Follow the news every day	25	6.2	2
	2-3 times a week	23	5.8	3
	1 time per week	21	5.2	4
	Choose to see foreign news that you are interested in only	331	82.8	1
	Total	400	100.0	

From Table 8, it was summarized that most of the respondents choose to receive foreign news from online media. Choose to see foreign news that you are interested in only, number 331 people, representing 82.8 percent, followed the news every day, 25 people, representing 6.2 percent, following the news 2-3 times a week, 23 people, representing 5.8 percent, and following the news 1 time per week, 21 people, representing 5.2 percent.

Table 9 Frequency and percentage Result of Data Analysis for Questionnaire: News about the Belt and Road Initiative (BRI) of China can be found in what form of news content?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
News about the Belt and Road Initiative (BRI) of China can be found in what form of news content?	Politics	19	4.8	5
	Economic	208	52.0	1
	Culture and social	29	7.2	4
	Travel	31	7.8	3
	Update international news	113	28.2	2
	Other	-	-	-
Total		400	100.0	

From Table 4.9, it was summarized that most of the respondents were interested in economic news, 208 people, representing 52 percent, update international news, 113 people, representing 28.2 percent, tourism, 31 people, representing 7.8 percent, culture and society, 29 people, representing 7.2 percent and politics of 19 people, representing 4.8 percent.

Table 10 Frequency and percentage Result of Data Analysis for Questionnaire: Do you think the Belt and Road Initiative (BRI) has affected the lives of Thai people?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
Do you think the Belt and Road Initiative (BRI) has affected the lives of Thai people?	It has A great impact	26	6.5	3
	Has a little impact	245	61.3	1
	No effect	129	32.2	2
Total		400	100.0	

From Table 10, it was summarized that most of the respondents thought the Belt and Road Initiative (BRI) had a great impact on lives, 245 people, representing 61.3 percent, had no effect on lives, 129 people, representing 32.2 percent, and had a large impact on lives. 26 people, representing 6.5 percent.

Table 11 Frequency and percentage Result of Data Analysis for Questionnaire: What is your opinion on the Belt and Road Initiative (BRI) of China?

Questions	Behavior	Sources		
		Frequency	Percentage	Ranking
What is your opinion on the Belt and Road Initiative (BRI) of China?	Positive image	27	6.8	2
	Negative image	373	93.3	1
Total		400	100.0	

From Table 11, it was summarized that most of the respondents thought the Belt and Road Initiative (BRI) had a positive image of 373, representing 93.3 percent, and a negative image of 2, representing 6.8 percent.

3) Result of Data Analysis for Research Objective 2

From the literature review the researcher studied variables from concepts, principles, theories, and research related to Thai people's opinions on visual communication of the "Belt and Road" initiative. is shown in the following table.

Part I: Result of Data Analysis on Questionnaire: Demographic Information opinion role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image.

Table 12 Frequency, percentage, $\bar{x}$, S.D. and ranking Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

Communicating image	$\bar{x}$	S.D.	Mean	Ranking
1.1 international trade	3.96	0.488	Strongly agree	5
1.2 Connecting the country's economic Infrastructure	4.23	0.389	Most agree	2
1.3 Policy communication	4.35	0.512	Most agree	1
1.4 People's communication	4.19	0.358	Strongly agree	3
1.5 Investment	4.03	0.367	Strongly agree	4
Total	4.15	0.186	Strongly agree	

From Table 12, it was summarized that overall, most of the respondents strongly agreed on the image communication of the Belt and Road Initiative (BRI) $\bar{x} = 4.15$ (Policy communication) $\bar{x} = 4.35$ (, connecting the country's economic Infrastructure) $\bar{x} = 4.23$ (, strongly agree with the image of people's communication) $\bar{x} = 4.19$ (, investment) $\bar{x} = 4.03$ (and international trade) $\bar{x} = 3.96$

Table 13 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

international trade	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Promote the economic and trade development of	103 25.8%	18 45.3%	97 24.3%	19 4.8%	-	3.92	0.828	Strongly agree

international trade	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
China and its own countries.								
Creating investment opportunities in each country.	129 32.2%	130 32.5%	141 35.3%	-	-	3.97	0.822	Strongly agree
Increase International trade channels	107 26.8%	187 46.8%	95 23.8%	11 2.8%	-	3.98	0.785	Strongly agree
Total						3.96	0.48.8	Strongly agree

From Table 13, it was summarized that overall, most of the respondents strongly agreed on the image communication of the Belt and Road Initiative (BRI), international trade $\bar{x} = 3.96$. It is more about increasing international trade channels $\bar{x} = 3.98$, creating investment opportunities for each country $\bar{x} = 3.97$, and promoting economic development. Trade of China and its countries $\bar{x} = 3.92$

Table 14 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

Connecting the country's economic Infrastructure	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Encourage the creation of basic facilities of each country, such as roads construction.	181 45.3%	117 29.2%	100 25.0%	2 0.5%	-	4.19	0.829	Strongly agree
Efficient trade routes and transportation networks were linked in More countries	156 39.0%	180 45.0%	64 16.0%	-	-	4.23	0.706	Most agree
Increase travel that are more convenient	148 37.0%	171 42.8%	81 20.2%	-	-	4.17	0.739	Strongly agree
There are socio-economic changes in each country that the Belt and Road Initiative (BRI) of China passes through.	147 36.8%	241 60.2%	12 3.0%	-	-	4.34	0.53.3	Most agree
Total						4.23	0.389	Most agree

From Table 14, it is summarized that, overall, the majority of respondents held the highest opinion about the image communication of the Belt and Road Initiative (BRI) in terms of connecting the country's economic infrastructure ($\bar{x} = 4.23$). On the other hand, they agreed the most on the increase in convenient payment channels between China and other countries ($\bar{x} = 4.34$) and the creation of both economic and social changes for countries along the Belt and Road Initiative (BRI) of China ($\bar{x} = 4.23$). Furthermore, respondents strongly agreed that more efficient trade and transport links existed in more countries ($\bar{x} = 4.19$) and supported the increase in more comfortable travel routes ($\bar{x} = 4.17$).

Table15 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

Policy communication	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Deepen political mutual trust between China and other countries.	178 44.5%	18 45.5%	40 10.0%	-	-	4.35	0.653	Most agree
Promoting the establishment of bilateral dialogue mechanisms between more countries and Thailand.	164 41.0%	215 53.8%	21 5.2%	-	-	4.36	0.579	Most agree
Total						4.35	0.512	Most agree

From Table 15, it is summarized that, overall, most of the respondents held the highest opinion about the image communication of the Belt and Road Initiative (BRI). In terms of policy communication ($\bar{x} = 4.35$), considering each aspect, it was found that they agreed the most on promoting the establishment of bilateral dialogue mechanisms between more countries and Thailand ($\bar{x} = 4.36$) and deepening political mutual trust between China and other countries ($\bar{x} = 4.35$).

Table 16 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

People's communication	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Create opportunities to support exchanges information between	141 35.3%	191 47.8%	67 16.8%	1 0.2%	-	4.18	0.706	Strongly agree

People's communication	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
China and people of other countries.								
To promote cultural exchange between China and other countries.	132 33.0%	240 60.0%	28 7.0%	-	-	4.26	0.57 7	Most agree
The communication between the people of each country	113 28.3%	229 57.3%	58 14.5%	-	-	4.14	0.64 0	Strongly agree
Total						4.19	0.35 8	Strongly agree

From Table.16, it is summarized that, overall, most of the respondents strongly agreed about the image of the Belt and Road Initiative (BRI) in terms of people's communication ($\bar{x}$ = 4.19). When considering each aspect, it was found that most agreed on promoting cultural exchange between China and other countries ($\bar{x}$ = 4.26), strongly agreed on creating more opportunities for information exchange between China and its people and had a slightly lower level of agreement on other aspects ($\bar{x}$ = 4.18) and communication between people of each country ($\bar{x}$ = 4.14).

Table.17 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: In your overall opinion, what role does English-language online newspaper publishing the "Belt and Road" initiative play in communicating image?

Investment	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Increase channels for joint financial support between China and other countries.	114 28.5 %	213 53.3 %	73 18.2 %	-	-	4.10	0.677	Strongly agree
Payment channels between China and other countries are becoming more and more convenient.	141 35.3 %	210 52.4 %	49 12.3 %	-	-	4.23	0.651	Most agree
Accommodation of fund.	94 23.5 %	167 41.8 %	139 34.8 %	-	-	3.89	0.756	Strongly agree
There is a movement of labor from China to the countries where the Belt and Road Initiative (BRI) is being built.	96 24.0 %	171 42.8 %	128 32.0 %	5 1.2%	-	3.90	0.775	Strongly agree

Investment	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
Total						4.03	0.367	Strongly agree

From Table 4.17, it is summarized that overall, most of the respondents strongly agreed about the image communication of the Belt and Road Initiative (BRI) in terms of investment ($\bar{x}$ = 4.03). Notably, payment channels between China and other countries are increasingly convenient ($\bar{x}$ = 4.23). They also strongly agree to increase channels for joint financial support between China and other countries ($\bar{x}$ = 4.10), the movement of labor from China to the countries where the Belt and Road Initiative (BRI) is being built ($\bar{x}$ = 3.90), and the accommodation of funds ($\bar{x}$ = 3.89).

Part II: Result of Data Analysis on Questionnaire: Demographic Information views on the Belt and Road Initiative (BRI) of China.

Table 18 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: What are your views on the Belt and Road Initiative (BRI) of China?

Views on the Belt and Road Initiative (BRI)	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
The Belt and Road Initiative (BRI) of China is important to the development of many countries for the regional and global economy.	187 46.8%	201 50.3%	12 3.0%	-	-	3.56	0.55 4	Strongly agree
The Belt and Road Initiative (BRI) of China is crucial to the country's regional and global economic development.	116 29.0%	215 53.8%	69 17.3%	-	-	3.88	0.67 1	Strongly agree
Total						3.72	0.42 7	Strongly agree

From Table 18, it is summarized that overall, the majority of respondents strongly agreed with their attitudes towards the Belt and Road Initiative (BRI) ($\bar{x}$ = 3.72). They consider the Belt and Road Initiative (BRI) of China important for economic development ($\bar{x}$ = 3.88) and crucial for national and regional development ($\bar{x}$ = 3.56).

Part III: Result of Data Analysis on Questionnaire: Demographic Information source of negative sentiment among the Thai people about China's Belt and Road initiative.

Table 19 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: What do you think is the source of negative sentiment among the Thai people about China's Belt and Road initiative?

Source of negative sentiment among the Thai people about China's Belt and Road initiative	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
The number of negative media in China is increasing, affecting the image of China.	147 36.8%	194 48.5%	59 14.8%	-	-	4.22	0.68 4	Most agree
Negative attitude towards China.	147 36.8%	190 47.5%	63 15.8%	-	-	4.21	0.69 4	Most agree
Diversity of opinions influence China's negative image.	168 42.0%	207 51.8%	25 6.3%	-	-	4.36	0.59 6	Most agree
Total						4.26	0.38 6	Most agree

From Table 19, it is summarized that overall, a majority of respondents were most in agreement about the sources of negative sentiment towards the Belt and Road Initiative (BRI) ($\bar{x} = 4.26$). Considering each aspect, it was found that there was the highest opinion about the various ideas that influence the negative image of China ($\bar{x} = 4.36$), with a greater number of negative aspects affecting the image of China ($\bar{x} = 4.22$) and a negative attitude towards China ($\bar{x} = 4.21$).

Part IV: Result of Data Analysis on Questionnaire: Demographic Information. The coverage of the Belt and Road Initiative (BRI) of China by media in Thailand.

Table 20 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: How is the coverage of the Belt and Road Initiative (BRI) of China by media in Thailand?

The coverage of the Belt and Road Initiative (BRI) of China by media in Thailand	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
This project will facilitate the implementation of infrastructure building for each country and region along the Belt and Road Initiative (BRI) corridors.	142 35.5%	225 56.3%	33 8.3%	-	-	3.73	0.60 3	Strongly agree

The coverage of the Belt and Road Initiative (BRI) of China by media in Thailand	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
The project will incentivize investment and trade cooperation between countries and regions.	155 38.8%	208 52.0%	37 9.3%	-	-	4.30	0.62 8	Most agree
The project fosters communication and coordination between governments of countries along the Belt and Road Initiative (BRI) of China.	182 45.5%	211 52.8%	7 1.8%	-	-	4.44	0.53 1	Most agree
This project creates an atmosphere of cultural, social exchange and cooperation between the people of each country. Along the Belt and Road Initiative (BRI) of China route	157 39.3%	219 54.8%	24 6.0%	-	-	4.33	0.58 5	Most agree
The project brings investment cooperation and mutual funding between countries along the Belt and Road Initiative (BRI) of China.	152 38.0%	222 55.5%	26 6.5%	-	-	4.32	0.58 9	Most agree
Total						4.22	0.25 5	Most agree

From Table 20, it is summarized that overall, most of the respondents had the highest opinion about the coverage of the Belt and Road Initiative (BRI) of China by media in Thailand, affecting the Belt and Road Initiative (BRI) ($\bar{x} = 4.22$). Considering each aspect, it was found that the majority agreed the most on the project fostering communication and coordination between governments of countries along the Belt and Road Initiative (BRI) of China ($\bar{x} = 4.44$) to create an atmosphere of cultural and social exchange, as well as cooperation between people in each country ($\bar{x} = 4.33$). Additionally, there was strong agreement on investment and trade cooperation between countries and regions ($\bar{x} = 4.30$). This project contributes to the implementation of the infrastructure of each country and region along the project's corridors ($\bar{x} = 3.73$).

4) Result of Data Analysis for Research Objective 3

From the literature review the researcher studied variables from concepts, principles, theories, and research related Satisfaction among Thais for exposure to online English-language newspapers covering the Belt and Road Initiative (BRI) China news in Thailand.

Table.21 Frequency, percentage, $\bar{x}$ and S.D. Result of Data Analysis for Questionnaire: Satisfaction among Thais for exposure to online English-language newspapers covering the Belt and Road Initiative (BRI) China news in Thailand.

Satisfaction	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
1. modernity of news content	36 9.0%	128 32.0%	188 47.0%	48 12.0%	-	3.62	0.811	Strongly agree
2. News content accuracy	142 35.5%	216 54.0%	42 10.5%	-	-	4.25	0.631	Most agree
3. The amount of news content	51 12.8%	137 34.2%	166 41.5%	46 11.5%	-	3.52	0.858	Strongly agree
4. News reporting format is easy to understand.	144 36.0%	216 54.0%	40 10.0%	-	-	4.26	0.627	Most agree
5. The format of news reporting is presented in a news documentary format.	64 16.0%	171 42.8%	138 34.4%	27 6.8%	-	3.68	0.821	Strongly agree
6. The format of news reporting is presented in the form of press releases.	147 36.8%	225 56.2%	28 7.0%	-	-	4.30	0.591	Most agree
7. The format of news reporting is presented in the form of a special news scoop.	134 33.4%	239 59.8%	27 6.8%	-	-	4.27	0.576	Most agree
8. The area for presenting online news coverage is appropriate.	146 36.5%	218 54.5%	36 9.0%	-	-	4.28	0.617	Most agree
9. The frequency of online news reporting is appropriate.	112 28.0%	211 52.8%	75 18.8%	2 0.5%	-	4.08	0.694	Most agree
10. There are two aspects of online news coverage in English: positive and negative effects of the Belt and Road Initiative (BRI) China.	177 44.3%	203 50.8%	20 5.0%	-	-	4.39	0.582	Most agree
11. English-language online news coverage	178	208	14	-	-	4.41	0.559	Most agree

Satisfaction	Level opinion					$\bar{x}$	S.D.	Mean
	5	4	3	2	1			
further enhances the image of the Belt and Road Initiative (BRI) China.	44.5%	52.0%	3.5%					
12. English-language online news coverage is a media channel that helps spread the message of the Belt and Road Initiative (BRI) China.	223 55.8%	177 44.3%	-	-	-	4.44	0.497	Most agree
Total						4.12	0.183	Strongly agree

From Table 21, it is summarized that overall, most of the respondents were highly satisfied with the exposure of Thais to online English-language newspapers covering the Belt and Road Initiative (BRI) China news in Thailand ($\bar{x} = 4.12$). Regarding specific aspects, it was found that they were most satisfied with online news reporting in English as a means of disseminating news about the project to a wider audience ($\bar{x} = 4.44$) and enhancing the image of the project ($\bar{x} = 4.41$). There are two aspects of online news presented in English: the positive and negative effects of the project ($\bar{x} = 4.39$). Other factors contributing to their satisfaction include news reports presented in the form of press releases ($\bar{x} = 4.30$), the appropriateness of the area for online news reporting ($\bar{x} = 4.28$), additional news reports presented in the form of special scoops ($\bar{x} = 4.27$), the easy-to-understand format of news reporting ($\bar{x} = 4.26$), the accuracy of the news content ($\bar{x} = 4.27$), and high satisfaction with the frequency of presenting news online ($\bar{x} = 4.08$). However, respondents were less satisfied with the format of rice reporting presented in the form of a news documentary ($\bar{x} = 3.68$), the modernity of the news content ($\bar{x} = 3.62$), and the appropriateness of the amount of content presented ($\bar{x} = 3.52$).

Section 4: Result of to find the guideline of Communicating of the "One Belt One Road" project Through English Language Online Media in Thailand

It is recommended that the Thai government and related agencies continue to focus on the dissemination of English-language online media, enhancing transparency and impartiality in the media to balance the coverage of different political positions and interests. Additionally, it is suggested that the Thai government provides more information and publicity about the "Belt and Road" initiative to foster increased international cooperation and investment. Overall, English-language online media has played a crucial role in promoting the "Belt and Road" initiative and contributing to its image enhancement.

The SMCR model (Source, Message, Channel, Receiver) breaks down the communication process into four elements and helps translate our discussion into recommended results. The following are specific recommendations:

1) Source:

1) Government and enterprises should promote the "Belt and Road" initiative, conveying information to the international community.

2) Pay attention to media evaluation: Governments and enterprises need to monitor the evaluation and reaction of different English-language online media regarding the "Belt and Road" initiative. Conduct targeted campaigns and efforts to correct possible misunderstandings or negative evaluations.

2) Message:

1) Emphasize the importance of transparent and accurate information to enhance the credibility of the initiative. Information conveyed through media channels should be more transparent and unbiased. The government can create a professional information disclosure platform to avoid information leakage and bias.

2) Strengthen media cooperation: The government and enterprises should actively collaborate with English-language online media to provide quality information and seek wider media coverage, expanding the reach of the "Belt and Road" initiative.

3) Communication channels:

1) Governments and companies should actively use multiple channels (e.g., social media, official websites, and international conferences) to deliver information to the international community, broadening the scope of communication.

2) Strengthen media cooperation: Governments and enterprises should actively collaborate with English-language online media to provide quality information and seek wider media coverage, expanding the communication scope of the "Belt and Road" initiative.

4) Receiver:

1) The government and enterprises can pay more attention to the international community's reaction to the "Belt and Road" initiative, taking measures to address questions and criticism. This proactive approach can help build a better corporate and international image.

2) Strengthen media cooperation: Governments and companies should actively collaborate with English-language online media to provide quality information and seek wider media coverage, expanding the reach of the "Belt and Road" initiative.

Discussion

This study reveals that before September 2023, the 'Belt and Road' initiative was well disseminated in Thailand through Bangkok Post. Over time, however, the government and most Thai people began to ignore the project, adversely affecting news coverage. The United States launched the Indo-European Corridor (IMEC) policy, sparking more interest in China's 'Belt and Road' initiative through Bangkok Post. Thai English-language online media, via Bangkok Post, reported on the initiative, reflecting the voices of the Thai people, and spreading the Chinese Belt and Road Initiative (BRI) image. In the initial period from October 2013, the image portrayed by Bangkok Post was quite interesting. However, from that time until September 2023, the image lost popularity. The IMEC project, launched during this period, is similar to the 'Belt and

Road' initiative. This alignment becomes particularly relevant in the context of Van Santen et al.'s (2010: 1-2) study, which emphasizes the need for rapid adaptation to the significant and swift changes on our planet. The study discusses the issues arising from this recognition in a separate part of the book devoted to the sustainability of our Earth. Moreover, the new Thai government's visit to China and the presentation of the 'Green BRI' led to renewed interest in the Belt and Road Initiative, changing its image from neglected too colorful.

The Thai population exhibits a clear dichotomy in its stance on China's 'Belt and Road' initiative. One segment supports the initiative, including its high-speed rail construction plan, anticipating positive impacts on Thailand's economic development. In contrast, the other group is less supportive and leans towards Western policies. Recommendations arising from this divide include advocating for increased transparency in policy disclosure to enhance accessibility for the Thai public. Furthermore, there's a call for media outlets to balance diverse political perspectives. The study of Sawasdipakdi (2021) delves into the intricacies of Thailand's engagement with China's Belt and Road Initiative, addressing the paradox of strong public pledges but sluggish project implementation. The article contends that the sluggishness can be traced back to a profound contestation for authority and legitimacy between two sociopolitical coalitions: one conservative and aligned with the palace, military, Democrat Party, and yellow shirts; the other centered around former leader Thaksin Shinawatra. Despite shared pragmatic interests in engaging with China, disagreements persist on how to pursue and implement projects like the high-speed railway. This ongoing contestation has not only led to political opposition but also bureaucratic foot-dragging, particularly exacerbated when the government grapples with a deficit in democratic legitimacy.

While this study employed in-depth interviews and questionnaires to gather real data and enrich research results, it primarily focused on the communication situation and image of the 'Belt and Road' initiative through English online media in Thailand and the Thai people's understanding of the initiative. There is limited research on communication guidelines. The next step involves further studying the dissemination guidelines for the 'Belt and Road' initiative through English online media in Thailand.

Conclusion

In conclusion, this research aimed to comprehensively investigate the communication landscape surrounding the Belt and Road Initiative (BRI) in Thailand through the lens of English Language Online Media. The study encompassed the examination of communication states, media portrayal, public perceptions, and the derivation of communication guidelines. Drawing on perceptions theory, communication process, and public relations theory, the mixed-methodology approach utilized a population study in Bangkok, involving 400 participants aged 18 to 60 with social awareness. The key findings illuminated the dynamic nature of BRI coverage by Bangkok Post, indicating a waning interest prior to September 2023. However, significant events such as the Indo-European Corridor (IMEC) policy and the presentation of "Green BRI" by

the new Thai government revitalized attention, leading to a transformation of the BRI image from neglect to vibrancy. The Thai populace showcased divergent opinions, with one faction supporting the initiative for its anticipated economic benefits, while another inclined towards Western policies. Considering these findings, the study offers valuable recommendations. Firstly, there is a call for transparent policy disclosure to the Thai public, aiming to enhance accessibility and understanding. Additionally, media outlets are encouraged to balance diverse political positions in their representation of the BRI. Moreover, a participatory approach by the Chinese government with Thai online media is suggested, emphasizing the importance of avoiding a top-down communication style to foster better responsiveness to Thai news feedback.

The research contributes valuable insights into the communication dynamics of the BRI in Thailand and offers practical recommendations for policymakers, media professionals, and international initiatives navigating the complex landscape of public perception and communication.

Recommendations:

- 1) Transparent Policy Disclosure: Advocate for clear and transparent disclosure of BRI policies to the Thai public for enhanced accessibility and understanding.
- 2) Media Balance: Encourage media outlets to provide balanced representation of diverse political positions in their coverage of the BRI.
- 3) Participatory Approach: Recommend a participatory approach by the Chinese government with Thai online media, emphasizing the importance of avoiding a top-down communication style.

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