The Journal of Economics and Politics

Volume 25
Issue 2 Special Issue

2020

The Role of Mass Media in an American View of the Chinese "Belt and Road Initiative"

James A. Schnell
Cleveland State University, j.schnell66@csuohio.edu

Brian L. Schnell
Case Western Reserve University

Follow this and additional works at: https://collected.jcu.edu/jep

Recommended Citation
DOI: https://doi.org/10.59604/1046-2309.1027
Available at: https://collected.jcu.edu/jep/vol25/iss2/1

This Abstract is brought to you for free and open access by Carroll Collected. It has been accepted for inclusion in The Journal of Economics and Politics by an authorized editor of Carroll Collected. For more information, please contact mchercourt@jcu.edu.
The Role of Mass Media in an American View of the Chinese “Belt and Road Initiative”

James A. Schnell, Cleveland State University (j.schnell66@csuohio.edu)
Brian L. Schnell, Case Western Reserve University

Abstract

This paper highlights the role of mass media in an American view of the Chinese “Belt and Road Initiative” (BRI) using principles of western rhetoric as basis for interpretation. Most specifically, Kenneth Burke’s Dramatistic Pentad is used for initial clarification along with explanation of how further understanding can be realized via Fantasy Theme Analysis to better appreciate the expression of rhetorical vision. Recognition of how BRI can be understood differently, depending on the cultural context, is stressed. This is couched in the contextual framing of mass media influences as explained by Marshall McLuhan.