

Research on the Attitude Tendency of Western Media Reports on China's AI Technology DeepSeek: Based on Critical Discourse Analysis

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Abstract

This paper takes a report on the Chinese AI technology company DeepSeek in *The Economist* as the research object, and uses the critical discourse analysis theory to analyze the text from the levels of vocabulary, syntax, and semantics, aiming to reveal the attitude tendency of the report towards DeepSeek. The study finds that the attitude tendency of this report is complex. It not only affirms the positive impact brought by DeepSeek's technological achievements but also implies concerns and doubts through specific discourse strategies. This re-search helps to deeply understand the discourse patterns of Western media in science and technology reports and provides a reference for the communication of Chinese AI technology in the international public opinion field.

Keywords

Critical Discourse Analysis; *The Economist*; Chinese AI Technology; DeepSeek; Attitude Tendency

1. Introduction

In the current era of the booming development of artificial intelligence technology, the remarkable achievements of Chinese AI technology companies have attracted global attention. As a representative among them, DeepSeek's technological achievements have had a significant impact on the global AI landscape. *The Economist*, a Western media with extensive international influence, its reports on DeepSeek shape the international audience's perception of Chinese AI technology to a certain extent. This study uses the critical discourse analysis theory to deeply analyze this report, aiming to reveal the hidden attitude tendency behind it and provide a theoretical basis for the image-building of Chinese AI technology in international communication.

2. Literature Review

2.1. Critical Discourse Analysis Theory

Critical Discourse Analysis was developed by scholars such as Fowler and Fairclough. It emphasizes the close connection among language, power, and ideology[2]. This theory holds that discourse is not only a tool for expressing meaning but also a reflection of social power relations[2]. Through the analysis of language structure and use, the ideology and social prejudices hidden behind the text can be revealed. In the analysis of news reports, Critical Discourse Analysis can help researchers interpret how the media constructs specific social realities and attitude tendencies through discourse strategies.

2.2. Related Research on Media Reports on Science and Technology

Scholars at home and abroad have conducted extensive research on media reports on science and technology. Some studies focus on the presentation methods of media reports on scientific and technological events, and find that media reports are influenced by various factors such as politics, economy, and culture, thus showing different attitude tendencies. In the research on Western media reports on Chinese science and technology, existing studies have pointed out that when reporting on the development of Chinese science and technology, Western media often carry a certain ideological bias. While affirming scientific and technological achievements, they may also express concerns or doubts through specific discourse strategies.

3. Research Methods

3.1. Corpus Selection

A report on DeepSeek in The Economist is selected as the research corpus. This report focuses on DeepSeek's technological achievements and their impact on the global AI market, which is typical and valuable for research.

3.2. Analysis Steps

- The critical discourse analysis method is used, starting from three levels: vocabulary, syntax, and semantics.
- At the vocabulary level, analyze the high-frequency words, keywords in the report, and the emotional color of the words;
- At the syntax level, study the sentence structure, voice, and mood, etc.;
- At the semantics level, reveal the attitude tendency of the report by analyzing the implied meaning, logical relationship, and intertextuality of the text.

4. Text Analysis of The Economist's Report on DeepSeek

4.1. Analysis at the Vocabulary Level

High-frequency Words and Keywords: High-frequency words in the report, such as "DeepSeek", "models", "Nvidia", and "AI", are extracted through text analysis tools.

"DeepSeek", as the core object of the report, appears frequently, indicating its important position in the report. The frequent appearance of "models" and "AI" highlights that the report focuses on DeepSeek's AI models. The high-frequency appearance of "Nvidia" reflects the significant impact of DeepSeek's technological achievements on related enterprises such as Nvidia.

Emotional Color of Words: Positive words such as "good" and "optimism" are used in the report to describe DeepSeek's models, affirming the value of its technological achievements. However, words like "panicked" and "rattled" are used to describe the reactions of investors, suggesting that DeepSeek's development has brought impacts on some enterprises and reflecting a potential concern.

4.2. Analysis at the Syntax Level

Sentence Structure: There are many long and complex sentences in the report. For example, "On January 27th, as investors realised just how good DeepSeek's 'v3' and 'R1' models were, they wiped around a trillion dollars off the market capitalisation Nvidia, a chipmaker and the chief shovelseller of the artificial-intelligence (AI) gold rush, saw its value fall by \$600bn." The use of long and complex sentences makes the information more complex and rich. By elaborating on the causal relationship of events in detail, it emphasizes the huge impact of DeepSeek's technological achievements on the market.

Voice and Mood: When describing the impact of DeepSeek's development on other enterprises, the passive voice is often used. For example, "Nvidia became the most valuable listed company in the world thanks to a widespread belief that building the best AI required paying through the nose for its best chips." This choice of voice weakens Nvidia's dominant role in the market, suggesting that the change in the market pattern is not entirely controlled by the enterprise itself but is affected by external factors (such as competition from DeepSeek).

4.3. Analysis at the Semantic Level

Implied Meaning: The report mentions that "Sam Altman, the boss of OpenAI, has spent years telling investors-and America's new president-that vast sums of money and computing power are needed to stay at the forefront of AI. Investors have accordingly been betting that a handful of firms stand to reap vast monopoly-like rents. Yet if fast followers such as DeepSeek can eat away at that lead for a fraction of the cost, then those potential profits are at risk." This part implies that the emergence of DeepSeek has disrupted the original AI market pattern and threatened the monopoly profits of some enterprises, reflecting concerns about DeepSeek's competition.

Logical Relationship: The report constructs a competitive logic by comparing DeepSeek's low-cost R & D model with the high-investment model of American enterprises. For example, "DeepSeek's models are practically as good as those made by Google and OpenAI-and have been produced at a fraction of the cost." It empha-

sizes DeepSeek's advantages in technology and cost, and also implies the potential market changes that such advantages may trigger.

Intertextuality: The report mentions the economic concept of "Jevons paradox", connecting DeepSeek's low-cost models with broader AI applications. This allows readers to understand the potential impact of DeepSeek's technological achievements on the AI application field based on their existing knowledge background, enriching the semantic connotation of the report.

5. Interpretation of the Attitude Tendency of The Economist's Report

Based on the above-mentioned analysis, the attitude tendency of The Economist's report on DeepSeek is rather complex. On the one hand, the report affirms the advancement and cost-advantage of DeepSeek's technological achievements, believing that its development has promoted the progress of AI technology, making AI applications more widespread and economical, which is beneficial to global users and some technology companies (such as Apple and small-scale laboratories), showing a positive attitude. On the other hand, the report reveals concerns and doubts about the rapid development of Chinese AI technology by emphasizing the impact of DeepSeek on enterprises like Nvidia and the threat to the monopoly position of American AI enterprises. The formation of this complex attitude is closely related to the international political and economic competition pattern, and also reflects that Western media often find it difficult to get rid of the influence of ideology when reporting on the development of Chinese science and technology[3].

6. Conclusion

This study uses the critical discourse analysis theory to deeply analyze The Economist's report on DeepSeek and reveals its complex attitude tendency. Western media, although acknowledging the value of Chinese scientific and technological achievements in science and technology reports, may still express potential concerns and doubts through specific discourse strategies due to various factors. This inspires Chinese AI technology companies to pay attention to the discourse patterns of Western media in international communication, take the initiative in external communication, strengthen communication and cooperation with international media, tell the story of Chinese AI technology well, and build a good international image. At the same time, China should continuously enhance its scientific and technological strength and strengthen its discourse power in the international scientific and technological field to reduce the impact of negative reports from Western media. Future research can further expand the scope of the corpus, compare the reports of different Western media on Chinese AI technology, and deeply explore the differences in the attitude tendencies of Western media and the reasons behind them, providing more comprehensive theoretical support for the communication of Chi-

nese science and technology in the international public opinion field.

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