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Issue Construction and Value Oriented Guidance in People's Daily Reports on "Synergy Between Compu-ting Power and Electricity"

Yalan Liu
School of Publishing, University of Shanghai for Science and Technology, Shanghai, China
Email: 18835747062@163.com

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Abstract

Against the backdrop of mounting anxiety over computing power related energy consumption triggered by the expansion of generative artificial intelligence, syn-ergy between computing power and electricity has evolved into a major com-pound issue bearing on China's layout of new quality productive forces and its green low carbon transition. Taking relevant news reports from the People's Daily media matrix as research samples, this study integrates the is-sue construction theory and Gamson's "interpretive package" theory to explore how mainstream media construct this issue. The analysis reveals that in theme selection, media coverage focuses on strategic coordination, spatial restructuring and technological rationality. In framing, media employ framing devices such as metaphors, illustrative cases and slogans, together with reasoning devices in-cluding causal attribution, consequence prediction and moral principles to form interpretive packages. These packages realize the figurative translation and le-gitimacy justification of sophisticated technical content. In terms of val-ue oriented guidance, media transcend social subsystems and build a four dimensional value guidance path targeting governments, enterprises, media outlets and individuals, facilitating the transformation of policy intentions into nationwide strategic consensus. This research provides academic references for journalistic practices concerning major strategic issues during the 15th Five Year Plan period and for enhancing China's discourse power in green digital govern-ance.

Keywords

Synergy Between Computing Power and Electricity; Issue Construction; Interpretive Package; People's Daily; LDA Topic Model; Value Oriented Guidance

1. Introduction

As generative-AI large models enter a phase of regular iterative upgrading, the in-depth evolution of the digital economy is confronted with unprecedented

energy-consumption constraints. As the core productive force in the intelligent era, computing power essentially represents the translation of electric-power resources into digital computing capabilities. With the explosive construction of massive intelligent computing centres, the total energy consumption of computing-power facilities is growing exponentially. The structural contradiction between digital expansion and the carrying capacity of the ecological environment has become increasingly prominent. Driven by China's "dual-carbon" strategy and the East-Data-West-Computing project, "synergy between computing power and electricity" (hereinafter referred to as computing-electricity synergy) has emerged. It denotes not only deep coupling across heterogeneous technological domains but also a major issue concerning China's new-quality-productive-forces layout, energy-strategic security and modern systemic governance.

During this critical period of industrial transformation and policy mainstream media's construction of the computing-electricity-synergy issue goes beyond documenting policy publicity. It constitutes a process in which national mainstream discourse, ecological-civilisation concepts and new-industrialisation orientations are constructed and disseminated within the media sphere. As the official newspaper of the Central Committee of the Communist Party of China, the People's Daily, endowed with authoritative political standing and robust public-opinion-mobilisation capacity, functions as an indispensable "political weathervane" and "public-opinion tuning fork". It disseminates information on technological dividends, facilitates cross-administrative-sector coordination, guides rational capital allocation in markets, and mitigates public environmental anxiety.

Existing academic research on computing-electricity synergy mostly concentrates on macro-level policy advocacy, plain technical popularisation or public-opinion guidance for conventional emergencies. Systematic empirical investigation and in-depth theoretical analysis of how mainstream media frame this digital-infrastructure-construction issue remain scarce.

This study draws on relevant news reports published by the People's Daily as text samples. From the macro analytical perspective of political-communication's issue-construction theory, it adopts the LDA topic model to extract core reporting themes and introduces Gamson's interpretive-package theory to dissect framing devices and reasoning devices embedded in themed news coverage. It aims to uncover the internal logic behind mainstream-media discourse construction, further exploring how issue-construction helps policy issues evolve into public ones and enables four-dimensional value-oriented guidance for governments, enterprises, media outlets and individuals. It offers historical references and concrete insights for communication practices addressing major strategic issues in the 15th Five-Year Plan era, as well as academic support for standardising journalistic orientations, guiding public opinion and elevating China's discourse power in international green-governance and digital-civilisation domains.

2. Research Design

2.1. Theoretical Foundations

2.1.1. Issue-Construction Theory

Issue-construction theory represents an extension of the classic agenda-setting theory. Its intellectual roots lie in Walter Lippmann's concept of the "pseudo-environment" articulated in Public Opinion, which lays the theoretical groundwork for understanding how mass communication shapes public perceptions of reality. Subsequently, McCombs and Shaw empirically established agenda-setting theory and further formulated second-level "attribute agenda-setting". Their work reveals that mass media not only influence which issues capture public attention (issue salience) but also guide how the public think about those issues by emphasising specific attributes (attribute salience). Nevertheless, traditional agenda-setting focuses on one-way effect transmission from media to audiences and cannot fully explain why not all media-highlighted issues grow into nationwide public concerns. To address this limitation, the Lang couple broke with the hypothesis of unidirectional linear transmission and formally advanced issue-construction theory. Situating issue generation within a broader social-interaction context, the theory posits that issue construction is not one-way indoctrination by media but a dynamic process of "competition-cooperation" and complex interaction among media, governments and the public. In this process, media act as highly active intermediaries, discovering issues, assigning meanings and pushing them onto public- and policy-agenda priorities.

2.1.2. Interpretive-Package Theory

Developed by Gamson and Modigliani in their research on public perceptions of complex science- and political-risk-laden topics such as nuclear energy, interpretive-package theory stands as one of the most sophisticated analytical models for micro-text deconstruction and rhetorical analysis within media-frame studies.

Gamson et al. argue that mass-media presentations of specific social issues or high-threshold technological events do not amount to disorderly collages of fragmented information. Instead, they form internally consistent sets of symbols and rhetoric built around given stances — namely "interpretive packages". A complete interpretive-package embeds complex specialised issues within specific narrative contexts and furnishes the public with ready-made "meaning-making schemes" for understanding those issues. Structurally, an interpretive package consists of framing devices and reasoning devices:

Framing devices operate at the symbolic-representation level of texts. They refer to rhetorical vehicles media deploy to signal, accentuate and externalise stances on issues, chiefly including conceptual metaphors, illustrative cases, high-frequency slogans and figurative depictions. Their core function is lowering audiences'

cognitive barriers and translating specialised-technical or macro-policy terminology.

Reasoning devices operate at the logical-deduction level of texts. They denote deep logical pathways media use to justify the legitimacy, necessity and validity of their discursive positions, mainly covering causal attribution, consequence prediction and moral principles. They deliver rigorous logical persuasiveness and close the loop for discursive legitimacy.

Academically, Gamson's interpretive-package theory proves especially suitable for analysing compound issues marked by high technical barriers, multi-stakeholder games and profound ecological constraints. It allows precise deconstruction of how media popularise and rhetorically represent content at the "symbolic level", while uncovering how media justify national major industrial strategies and technological choices at the "logical level".

2.2. Research Approach

This study adopts a combined research path integrating quantitative text-mining, theoretical-framework deconstruction and in-depth qualitative interpretation. Concrete procedures are outlined below:

2.2.1. Sample Retrieval and Data Processing

Drawing on the People's Daily and People's Daily Overseas Edition as data sources, this study searches full texts and headlines of news reports using "synergy between computing power and electricity" as the keyword. To guarantee corpus validity and academic rigour, retrieved texts undergo manual screening and close reading. Samples merely mentioning the keyword without substantive discussions are strictly excluded. As of 11 May 2026, 30 highly representative reports are finally selected ($N = 30$) to build the media-report corpus for computing-electricity synergy.

2.2.2. Research Methods and Overall Route

1) LDA-based Topic Mining: Python is utilised to construct an LDA topic model. Unsupervised learning and probabilistic clustering are performed on text corpora to objectively extract core thematic strategies adopted by mainstream media for the target issue, free from subjective bias.

2) Gamson-inspired Interpretive-Package Analysis: Built upon LDA-based topic clustering, Gamson's interpretive-package theory is introduced for in-depth dissection of themed-report frames. Framing devices (metaphors, typical examples, high-frequency slogans, etc.) and reasoning devices (causal attribution, moral principles, consequence prediction, etc.) embedded in texts are precisely identified.

3) Interpretation of Multi-Dimensional Value-Guidance Paths: Drawing on quantitative text-mining outputs and Gamson's theoretical framework, in-depth qualitative textual analysis reveals the underlying logic through which mainstream

media achieve value-oriented guidance and consensus building targeting governments, enterprises, media outlets and individuals in constructing the computing-electricity-synergy issue.

3. Research Analysis

3.1. Mining Thematic Strategies in Reports on Computing-Electricity Synergy

After pre-processing the 30-sample corpus via word segmentation and stop-word removal, multiple rounds of parameter fitting and readability assessment are conducted against China's East-Data-West-Computing strategic context and industrial realities of computing-electricity synergy. The optimal topic number is determined as K = 3.

Table 1. LDA-clustered topics and high-frequency-feature-word distribution in People's Daily reports on computing-electricity synergy

Topic	Topic Proportion	Top-10 High-Frequency Words
Topic 1: Synergy between energy supply and industrial development (macro-level)	60 %	energy, data, development, improvement, green electricity, China, construction, promotion, industry, country
Topic 2: Western-region comparative advantages and deployment of intelligent-computing clusters (meso-level)	20 %	Ningxia, development, industry, data, intelligence, nationwide, advantages, digital economy, improvement, digital
Topic 3: Integration of facilities and equipment within specific geographical contexts (micro-level)	20 %	data, Zhongwei, construction, development, photovoltaic power, intelligence, China, energy, power station, green electricity

3.1.1. Topic 1: Synergy between Energy Supply and Industrial Development

Accounting for the largest share (60 %) of all samples, Topic 1 centres on constructing macro-national-level strategic-coordination mechanisms. Statistically, "energy" carries the highest conditional-probability weight (0.021336) for this topic, noticeably exceeding "data" in second place (0.013899). This prominent weight gap demonstrates that in macro-level narratives on the issue, the People's Daily avoids reducing computing-power networks to isolated technological evolution or mere data flows. Instead, it situates computing-power-network development within the overarching national-energy-infrastructure strategy. Its discursive mainline realises a frame shift from a "digital-technology-oriented" perspective toward an

"energy-supply-constraint-and-industrial-synergy-oriented" perspective.

In terms of word-cluster associations and internal logics, this topic constructs a structured discursive network interwoven with macro-spatial terms, strong driving verbs and institutional-mechanism terms:

First, political empowerment through macro-spatial symbols: frequent co-occurrence of words such as "country", "nationwide" and "global" establishes a narrative stance whereby the issue transcends local-interest concerns and serves overall national strategy.

Second, policy impetus from administrative-mobilisation- and-coordination verbs: abundant deployment of policy-directive verbs including "improve", "construct", "promote", "accelerate" and "advance" embodies party-newspaper-specific intra-institutional mobilisation mechanisms and conveys strong state-will-driven guidance for industrial transformation.

Third, mechanism-oriented articulation of production-factor integration: high-frequency coupling of terms such as "green electricity", "computing-electricity synergy", "new-energy sources" and "system" signals media efforts to deconstruct a new-industrialisation logic for society at large.

Accordingly, the People's Daily adopts a "holistic-system-synergy" discursive strategy at the macro level. Reports tightly couple computing-power expansion in the large-model era with China's green transformation of the energy structure and the development of new-type power systems. Through this systematic-framing narrative, media repeatedly argue that to sustainably enhance China's overall digital-economy competitiveness, barriers among government ministries and industry boundaries must be broken from a holistic perspective, advancing deep institutional-, market- and technological-level coupling between green-energy sectors and digital industries. This discursive strategy successfully endows the highly-technical computing-electricity-synergy issue with strong political recognition and policy legitimacy.

3.1.2. Topic 2: Western-Regional Advantages and Roll-out of Intelligent-Computing Clusters

Taking up 20 % of samples, Topic 2 focuses on practical on-the-ground implementation of computing-electricity synergy within specific geographical spaces and regional industries. In its probability distribution, the provincial-administrative-region name "Ningxia" claims top weight (0.013219), closely linked to words such as "development", "industry" and "data". This statistical feature confirms mainstream media's discourse approach of publicising policies "from point to surface" by highlighting typical geographical cases.

First, political authorities legitimise local practices: texts associate concrete geographical markers such as "Ningxia" and "Zhongwei" with top-level political symbols. Such narratives indicate that local industrial explorations are not blind market behaviours but concrete responses and faithful implementation of major

strategic instructions from the Party Central Committee.

Second, factor-pathways for translating resource endowments into digital momentum: word-cluster connections built around “advantages”, “digital economy”, “market”, “scale”, “intelligent computing”, “clusters” and “scenarios” elaborate industrial-evolution logics for western regions to break away from traditional-path dependency.

Rather than resorting to abstract policy preaching, reports cite concrete achievements from policy implementation in western computing-hub nodes represented by Zhongwei, Ningxia. They detail how western regions leverage unique natural-resource advantages including wind-solar power resources and cool climates to meet market demands of nationwide integrated computing-power networks. Via business-investment promotion and infrastructure building, large-scale intelligent-computing clusters and diverse application scenarios take shape locally. This spatial-restructuring strategy overturns traditional geographical fatalism constraining central-and-western economic development. Drawing on successful “electricity fuels computing, computing consumes electricity” cases, it supplies replicable, quantifiable practical models for local governments across China to coordinate regional-resource planning and advance cross-regional coordinated development.

3.1.3. Topic 3: Technological Interpretation of Facility Integration in Specific Geographical Settings

Making up 20 % of samples, Topic 3 bears distinct hallmarks of hardcore industry, physical-environmental conditions and engineering facilities. Although “data” ranks as the primary core word (0.016136), it is closely followed by highly specific physical-object and heterogeneous-spatial nouns entirely absent from the preceding two topics. This trait reflects how media discourse shifts its gaze from macro-strategic design and meso-regional layouts down to micro-engineering-field implementation and technical-operation-and-maintenance details.

In word-network associations, this topic delivers strong on-site engineering perceptions and evidence-based technical logics:

- Concrete energy-conversion carriers and hardware conditions: dense occurrences of technical terms such as “photovoltaic power”, “power station”, “power generation”, “equipment” and “servers”, interweaving software and hardware.
- Challenging heterogeneous natural-geographical contexts: terms describing extreme natural environments, such as “altitude”, “Golmud”, “Yalong River (Sichuan hydropower base)” and “seabed (subsea data cabins)”.
- Core operation-and-maintenance quality-control indicators: focus on operational-safety- and-power-usage-efficiency-related metrics such as “stability” and “reduction”.

The People’s Daily employs a rigorous “technological-rationality-interpretation” thematic strategy to reconcile inherent tensions between rapid technological

advancement and green-low-carbon ethics. Faced with public scrutiny over high energy consumption of large-model systems and industry-sector doubts about potential computing-power-safety risks stemming from the intermittency and volatility of clean energy, reports eschew macro-sloganeering. Instead, they rely on objective industrial parameters and technical facts for risk communication. They elaborate technical mechanisms for deploying intelligent-computing facilities near high-altitude plateaus, hydro-solar complementary river basins and deep-sea cold-energy environments. By presenting empirical outcomes such as stable equipment operation and actual energy-consumption cuts, reports validate China's technological resilience and certainty amid digital-civilisation transformation.

3.2. Frame Deconstruction of Computing-Electricity-Synergy Reports from the Interpretive-Package Perspective

According to William Gamson's framing theory, interpretive packages constitute core mechanisms whereby media construct meaning for social issues. A complete interpretive package comprises framing devices (symbolic vehicles including conceptual metaphors, typical examples and high-frequency slogans) and reasoning devices (logical pathways such as causal attribution, consequence prediction and moral principles). News content acquires its interpretive connotations; all framing devices point toward shared core concepts, and content coalesces under central themes, with frames "packaged" within coherent structures.

Building on unsupervised LDA-topic-clustering results from the previous section, three core interpretive packages are extracted from the 30-report sample, aligned with thematic-evolution logics:

1. National-Strategy and System-Coordination Package, derived from Topic 1 (Synergy between energy supply and industrial development);
2. Western-Empowerment and Spatial-Restructuring Package, derived from Topic 2 (Western-region comparative advantages and deployment of intelligent-computing clusters);
3. Technological-Rationality and Facility-Integration Package, derived from Topic 3 (Integration of facilities and equipment within specific geographical contexts).

Table 2. Mapping between LDA topics and Gamson-style interpretive-package matrix for People's Daily reports on computing-electricity synergy

LDA Topic	Corresponding Interpretive Package	Framing Devices	Reasoning Devices
Topic 1:Synergy between energy supply and industrial development	Package 1:National-Strategy and System-Coordination Package	Conceptual metaphors: heart/artery of the digital economy, green foundation Typical example: energy-strategy planning for the 15th Five-Year Plan High-frequency slogans: "unified national planning", "build a nationwide integrated computing-power network"	Causal attribution: structural contradiction between exponential computing-power expansion and "dual-carbon" constraints Consequence prediction: guard against energy and digital-security risks; consolidate great-power-competition initiative Moral principle: foster new-quality productive forces; uphold holistic global justice
Topic 2:Western-region comparative advantages and	Package 2:Western-Empowerment and Spatial-Restructuring Package	Conceptual metaphors: green-electricity backing, intelligent-computing highland Typical example: Zhongwei (Ningxia) intelligent-computing cluster; case where	ausal attribution: spatial mismatch between resource endowments and computing-power demands across eastern-western China Consequence prediction: boost

LDA Topic	Corresponding Interpretive Package	Framing Devices	Reasoning Devices
deployment of intelligent-computing clusters		new-energy installed capacity accounts for over half of Ningxia's total High-frequency slogans: "East-Data-West-Computing", "complementary operation of wind-, solar-, hydro- and thermal-power sources"	capital-investment confidence; transform western-regional resource advantages into economic drivers Moral principle: justice for coordinated regional development; break geographical fatalism
Topic 3:Integration of facilities and equipment within specific geographical contexts	Package 3:Technological-Rationality and Facility-Integration Package	Conceptual metaphors: subsea-data cabin, green computing power Typical examples: subsea-data centres, Yalong-River hydro-solar-complementary bases, AI applications for steel, agriculture and transportationHigh-frequency slogans: "energy-efficiency improvement", "PUE reduction"	Causal attribution: public anxiety over high energy consumption of intelligent-computing centres and doubts over clean-energy volatility Consequence prediction: achieve substantial cost reduction and efficiency gains; empower emission-reduction and quality-improvement for real-economy industries Moral principle: green digital civilisation; harmonious co-existence between technology and nature; digital inclusiveness

3.2.1. National-Strategy and System-Coordination Package

This package chiefly addresses the legitimacy-oriented question: Why must computing-electricity synergy be elevated to the level of state will?

At the framing-device level, reports draw heavily on biological and physical metaphors: computing-power centres are metaphorised as the "brain and heart" of the digital economy, power grids as "blood vessels and arteries", and computing-electricity synergy as building the "green foundation" for the digital economy. Meanwhile, politically mobilising policy slogans such as "unified national planning" and "build a nationwide integrated computing-power network" are frequently cited, alongside policy examples of inter-provincial and cross-regional electricity-trading mutual support, establishing an elevated political standing for the issue.

At the reasoning-device level, causal analysis starts from the structural conflict between "energy hunger" brought on by large-model booms and national "dual-carbon" goals. Consequence-prediction arguments warn that absence of holistic coordination would trigger disorderly competition and runaway energy consumption; conversely, holistic coordination safeguards national energy and digital security. At the moral-principle level, computing-electricity synergy is elevated to a political imperative for fostering "new-quality productive forces", reinforcing the justness of holism and national governance.

3.2.2. Western-Empowerment and Spatial-Restructuring Package

This package mainly answers the spatial-feasibility-oriented question: How does computing-electricity synergy restructure China's industrial-geographical landscape ?

At the framing-device level, reports metaphorise western China's traditional clean-energy-abundance strengths as a "green-electricity backing" and transformed western-regional computing nodes as "intelligent-computing highlands". Repeated emphasis is placed on policy slogans including "East-Data-West-Computing" and

"complementary operation of wind-, solar-, hydro- and thermal-power sources". The Zhongwei (Ningxia) intelligent-computing cluster is recurrently cited as a typical illustrative case, furnishing clear reference benchmarks for markets.

At the reasoning-device level, causal relations are attributed to spatial-geographical mismatches: tight power supplies in eastern China versus abundant resources in western China. For consequence prediction, hard data such as Ningxia's over-half-share new-energy installed capacity are communicated to markets, forecasting that western regions will become new magnets attracting eastern-region capital and digital-factor agglomeration. Morally, the package advocates "justice for coordinated regional development", justifying western China's catch-up-development pathways enabled by the digital economy and the dismantling of traditional geographical fatalism.

3.2.3. Technological-Rationality and Facility-Integration Package

This package primarily responds to the technical-certainty-oriented question: How can computing-electricity synergy be realised in engineering-physical implementation ?

At the framing-device level, highly-engineered professional symbols are deployed, with conceptual metaphors such as "subsea-data cabin" and "green computing power". Performance-indicator-oriented slogans including "energy-efficiency improvement" and "PUE reduction" recur frequently. Visually compelling, on-site-engineering-focused cases are selected as illustrative examples: the Lingshui commercial subsea-data centre in Hainan and the Yalong-River hydro-solar-complementary base.

At the reasoning-device level, reports precisely address public anxiety over large-models "devouring electricity" as well as scepticism regarding the intermittency and instability of wind-solar green power. Consequence-prediction arguments draw on empirical data to prove that technological integration delivers notable cost-reduction-and-efficiency-gain outcomes, further forecasting emission-reduction benefits across real-economy scenarios such as AI-driven steel-plant scheduling, smart farmland and intelligent-transport systems. At the moral-principle level, "green digital civilisation" and "digital inclusiveness" are advocated, justifying the ethical value of parallel technological advancement and ecological protection.

3.3. Value-Oriented Guidance in People's Daily Reports on Computing-Electricity Synergy

Mainstream-media framing of the computing-electricity-synergy issue is not merely a technical-science-popularisation exercise but also an in-depth public-opinion-guidance and value-consensus-building practice. People's Daily reporting is far more than a simple policy megaphone; it represents proactive, strategic choices within complex communication ecologies. This section analyses

how specific discursive strategies deliver value-oriented guidance for different social actors, ranging from macro- to micro-levels and from external stakeholders to media institutions themselves.

3.3.1. For Governments: Consolidate Policy Consensus and Empower National Strategy

As the official newspaper of the CPC Central Committee, People's Daily reporting on computing-electricity synergy first functions as a policy-guidance and public-opinion-weathervane instrument. It aims to unify administrative will from top to bottom and lay legitimacy groundwork for national macro-policy roll-out.

Strengthen Great-Power-Strategy Recognition and Consolidate Foundations for New-Quality Productive Forces Moving beyond single-industry perspectives, reports link technical-infrastructure construction to China's competitive initiative in the digital-economy era. Through high-political-value symbols such as "national-strategic foundation", "computing-power sovereignty" and "energy security", media convey strong strategic urgency to governments at all administrative levels. As stated in one policy-Q&A report:

"The 2025 period and the 15th Five-Year Plan constitute a critical phase for building a new-type energy system, advancing high-quality energy development and ensuring high-level security. Energy-sector work will 'uphold scientific-technological innovation as the guide, institutional reform as the driving force, sufficient security supply as the precondition and economic viability as the foundation, striving for greater achievements in implementing the new-energy-security strategy.'"

This text illustrates how party-newspaper high-specification policy publicity guides local governments to discard short-term partial-interest mindsets. Local authorities are encouraged to treat computing-electricity-synergy solutions as strategic tasks for fulfilling "dual-carbon" objectives and developing new-quality productive forces, thereby consolidating macro-strategic consensus at decision-making levels.

Promote Cross-Ministry and Cross-Regional Synergy and Streamline Systemic-Governance Mechanisms Computing-electricity synergy involves a wide range of government bodies including the National Data Administration, National Energy Administration and Ministry of Industry and Information Technology, alongside intricate benefit transfers among eastern-western provinces. Reports vigorously advocate the holistic-governance outlook of "unified national planning". By elaborating the complementary logic of "electricity fuels computing, computing consumes electricity", media discourse downplays local-protectionism arguments and demonstrates overall benefits from coupling eastern-western resources. As quoted from an economic-focus report reviewing energy-sector performance:

"The National Energy Administration will organise relevant local authorities and enterprises to analyse summer-peak power-supply-and-demand conditions and study power-supply-security measures. It will leverage the capacities of large power

grids, major transmission corridors and big-size markets, making full use of power-transmission capacities of cross-provincial-and-cross-regional corridors and surplus power resources in different regions to conduct time-shifted and peak-shifted inter-provincial market-oriented trading for mutual support."

Through factual reporting on concrete cross-regional and cross-departmental collaborative initiatives, media unpack operational logics for nationwide integrated large-scale markets. They guide administrative entities at all levels to streamline coordination mechanisms spanning industries and geographical regions and realise efficient linkage of administrative forces.

3.3.2. For Enterprises: Clarify Industrial Trends and Drive Low-Carbon-Technological Innovation

Within market-economy systems, mainstream public opinion fulfils expectation-guidance functions. Authoritative information releases dispel market uncertainties and guide rational allocation of production factors such as capital and talent.

Act as a Bellwether for Capital Allocation and Guide Digital-Factor Agglomeration toward Western China.

Digital-technology enterprises harbour practical concerns regarding under-developed infrastructure and large computing-power-transmission losses in central-and-western regions. By devoting substantial and sustained coverage to western computing-hub nodes, reports send clear, predictable policy-dividend signals to markets. As highlighted in a report on Ningxia's digital-economy development for the opening year of the 15th Five-Year Plan:

"As a province self-sufficient in green-electricity supply, Ningxia boasts new-energy installed capacity exceeding 60 %, furnishing a solid backing for green computing power. Ningxia will further implement multi-energy-complementary projects for wind-, solar-, hydro- and thermal-power sources, striving to lift the proportion of new-energy installed capacity above 65 % and enhance its attractiveness and supporting capacity for high-quality industries and major projects."

Such fact-based presentations rooted in resource-endowment data effectively boost industry confidence, serve as industrial bellwethers and actively steer eastern-region computing-power capital and digital-industry factors toward western low-carbon-energy highlands.

Push for Green Transformation of Production Modes and Accelerate R&D and Deployment of Low-Carbon Technologies.

As profit-oriented entities, enterprises often lack endogenous motivation to bear green-transformation costs. Rather than relying on moral exhortation alone, media draw on micro-level technological-rationality expositions and showcase economic benefits delivered by cutting-edge engineering cases. One report examining pathways for greener computing-power supply notes:

"Rapid advances in artificial-intelligence technologies and related infrastructure

have brought mounting computing-power-energy-consumption challenges. Going green has become a focal-point development priority for data centres and intelligent-computing centres … The commercial Lingshui subsea-data centre operates stably, achieving over 30 % overall energy-efficiency improvement compared with server clusters of equivalent scale. AI computing-power cabins and other server facilities have been successively commissioned, gradually forming more energy-efficient green-computing-power clusters."

These detailed reports citing concrete engineering parameters furnish clear technical-feasibility roadmaps for digital- and energy-sector enterprises. By demonstrating real-world cost-reduction-and-efficiency-gain outcomes, they incentivise and push traditional enterprises to scale up R&D investment in low-carbon hardware, accelerating deep dual transformation of both the digital and green economies.

3.3.3. For Media Outlets: Standardise Peer-Journalism Orientations and Strengthen Mainstream-Public-Opinion Spheres

Beyond communicating with the general public, the People's Daily, as a party newspaper, serves as a coordinate within the all-media-communication system. Its reporting on computing-electricity synergy delivers core-media demonstration effects and integrates public-opinion spheres.

Exert Core-Media Demonstration Effects and Guide Peer-Journalism toward Correct Public-Opinion Orientations

When covering complex interdisciplinary high-threshold specialised topics, vertical-industry media, local media and self-media platforms are prone to cognitive biases. Reporting frames established by the CPC's flagship newspaper exert strong benchmarking effects across journalistic circles. For the computing-electricity-synergy issue, the People's Daily sets rational, objective reporting benchmarks for journalistic peers via professional, scientifically grounded and prudent coverage paradigms. Such demonstration effects steer local and industry-specific media away from blind herd-following narratives or "energy-consumption-pessimism" discourses. They realign news-industry reporting priorities around the overarching national-high-quality-development agenda and achieve orientation alignment for reporting on emerging-industrial policies.

Integrate and Optimise Mainstream-Public-Opinion Spheres and Enhance International-Discourse Power in Low-Carbon-Development Domains

Conflicts between high computing-power energy consumption and green-transition goals constitute a global public issue. Faced with potential domestic- and international-society doubts that digital-expansion aggravates environmental burdens, systematic People's Daily reporting integrates cognition within official and civilian public-opinion spheres. More importantly, by distilling China's institutional strengths and technological innovations, media translate domestic-practice experience into viable solutions for global ecological governance. Macro-level

reporting observes:

"As a new round of scientific-technological revolution and industrial transformation accelerates, new technologies and new-track industries brim with vitality. Sustained and stable energy supplies, especially electric-power provision, deliver essential support for burgeoning-emerging-industry development and surging computing-power demands … China's energy system has effectively withstood external pressures and firmly safeguarded bottom-line power-supply security."

Concrete supporting evidence is also presented:

"In China, data centres are undergoing accelerated green-transformation … From the East-Data-West-Computing initiative to computing-electricity synergy, China is building a nationwide integrated computing-power network to realise precise temporal-spatial matching between computing-power loads and green-electricity supplies. Within East-Data-West-Computing hub nodes, China has taken the lead in attaining a green-electricity share exceeding 80 % for newly-constructed data centres."

This dual-layer discursive construction rebuts external doubts with solid facts and statistics while elevating China's international-discourse initiative in global digital-governance and low-carbon-development public-opinion spaces, showcasing the voice of a responsible major country.

3.3.4. For Individuals: Alleviate Societal Environmental Anxiety and Build Expectations for Future-Oriented Values

The public represent both ultimate policy recipients and beneficiaries. Mainstream media must translate grand national-policy narratives to micro-level perspectives and reconcile public cognitive biases.

Popularise Hard-Core-Technological Achievements and Eliminate Stereotypical Stigma Attributing High-Energy-Consumption Harm to Digital-Infrastructure

Following the rise of generative-AI large models, the general public readily develops tech-related anxiety that algorithmic expansion will worsen ecological degradation and deplete power resources. Reports draw heavily on expert interpretations and visual green-energy showcases, popularising obscure technical indicators such as "declining PUE (Power Usage Effectiveness)" and "rising green-electricity-consumption ratios". Media inform society that robust computing-power growth does not equate to rising pollution. Such scientifically-rational risk-communication effectively erases public stigmatised perceptions of large-scale digital-infrastructure projects, transforming blind environmental anxiety into widespread trust in technical certainty and national-governance capacities.

Illustrate Inclusive Digital-Dividend Visions and Foster Public Positive Recognition of a Low-Carbon-Future Lifestyle

Grand-scale industrial production and large-infrastructure projects risk triggering public perceptions of detachment. When portraying long-term

computing-electricity-synergy prospects, media skillfully contextualise macro-narratives within micro-level real-life scenarios. Detailed depictions of cross-industry transformation paint tangible pictures of green-computing-power-enabled livelihood benefits:

Infrastructure upgrades first bring "smart-transformation" gains to steel manufacturing: "Iron-molten-metal transportation once taking 40 minutes now completes within 15 minutes under AI scheduling", according to relevant technicians. "This generates 70 million Renminbi-worth of annual savings alongside 40 000-ton carbon-emission reductions."

Advances also empower "intelligent-farming": at the Fuxi Farm in Xiong'an New Area, intelligent seeders advance at constant speeds, depositing corn seeds with centimetre-level positional precision into soil. "Seed-usage volume drops by 10 % per mu, fertiliser-application volume falls by 20 %", as technicians monitor real-time soil-moisture data, demonstrating the performance gains of precision agriculture.

Benefits further extend to urban-life "intelligent-transportation": 142 traffic junctions in main-urban-area Zhangjiakou deploy AI-driven traffic-signal lights. These systems perceive real-time vehicle speeds, traffic volumes and queue lengths to dynamically adjust signal timings, lifting peak-hour junction traffic throughput by 30 %.

These carefully woven concrete-application scenarios deliver readily perceptible digital-dividend narratives to audiences. Such discursive strategies mitigate public feelings of alienation from large-scale technology-driven projects and nurture societal-wide value recognition and emotional resonance centred on green digital civilisation.

4. Research Findings

As China presses ahead with major national-strategic advancement throughout the 15th Five-Year-Plan period, mainstream media must continuously fulfil roles as "issue translators" and "consensus-builders" when addressing compound issues characterised by high-technical thresholds, multi-ministerial coordination and deep-seated ecological constraints. Journalistic discourse should adopt professional, rational and human-centered paradigms to guide public-opinion trajectories. Limited by sample sources, this research adopts chiefly the perspective of central-party-newspaper discourse production. Future studies may expand corpus scope, incorporating local-media content, social-platform-audience feedback and international-communication practices. Comprehensive tracking of multi-directional issue-construction effects can yield richer empirical evidence for enhancing China's global-discourse power in green-digital-governance domains.

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