

Employing YouTube Channels in Promoting Chinese Culture to an Arab Audience – Ms. V Channel as a Model-

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توظيف قنوات اليوتيوب في الترويج للثقافة الصينية للجمهور العربي قناة Ms.V نموذجاً

ملخص الدراسة:

تهدف هذه الدراسة إلى معرفة مدى مساهمة قنوات اليوتيوب في الترويج للثقافة الصينية للجمهور العربي ، واختيار عينة تمثيلية لقنوات اليوتيوب التي تروج للثقافة الصينية من خلال تحليل محتوى قناة Ms.V حيث اعتمدت الباحثة على المنهج الوصفي التحليلي بإستخدام أداة تحليل المحتوى لجمع البيانات حيث يتكون مجتمع الدراسة من 84 مقطع فيديو.

اختارت الباحثة جميع مقاطع الفيديو التي تم تحميلها على القناة منذ إنشائها في 7 يوليو 2019 وحتى 31 ديسمبر 2020 لتحليل المحتوى الكمي و للإجابة على سؤال البحث؛ كيف يمكن استخدام قناة Ms.V للترويج للثقافة الصينية للجمهور العربي؟

وخلصت الباحثة إلى أن قناة Ms.V قد ساهمت بشكل كبير في معرفة الجمهور العربي بالثقافة الصينية من خلال الموضوعات التي تغطيها قناة Ms.V وتشمل؛ اللغة والأكل والملابس والعادات والإحتفالات والتكنولوجيا ونمط الحياة بشكل عام في الصين ، مما يساهم في تقليص الفجوة المعرفية بين الجمهور العربي والثقافة الصينية.

الكلمات المفتاحية: قنوات اليوتيوب - قناة Ms.V - تبادل الثقافات - الثقافة الصينية - الجمهور العربي.

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Abstract:

This study aims to find out the extent of YouTube channels contribution in promoting Chinese culture to the Arab Audience and selecting a representative sample of YouTube channels that promote Chinese culture by analyzing the content of MsV's channel.

The researcher has relied on the descriptive-analytical approach, using the content analysis tool to collect data. The study community consisted of 84 video clips; the researcher selected all of the videos uploaded to the channel from its inception on July 7, 2019, to December 31, 2020, to analyze the quantitative content to answer the research question.

The researcher has concluded that MsV's channel has contributed significantly to the Arab public's knowledge of Chinese culture through the topics covered by the channel. It includes; language, eating, clothing, customs, celebrations, technology, and lifestyle in general in China, which contributes to reducing the knowledge gap between the Arab audience and the Chinese culture.

Keywords: YouTube channels – MsV's channel - Exchange Cultures- Chinese Culture - Arab Audience.

Introduction

YouTube is a video-sharing website that promotes user sharing and information exchange. Every month, over six billion hours of video are viewed on YouTube, and 100 hours of video are posted every minute (YouTube, 2014).

YouTube allows billions of people worldwide to explore, watch, and share created videos. It also provides tools to connect, inform, influence, and inspire people across the globe as it acts as a distribution platform for original content creators and advertisers (Braun et al., 2017).

Many young Chinese YouTubers who speak Arabic as a second language appeared on YouTube, creating and sharing videos discussing various topics aimed at rapprochement between Chinese culture and Arab culture.

Through the researcher's observation of these channels, the researcher found many Arab audiences who follow and subscribe to these channels, and they have the curiosity to know more about China and understand Chinese culture.

Hence the importance of YouTube and its role in promoting Chinese culture in Arab society, given that China and the Arab countries have many similarities and share the same values, which provides a rich feed for understanding and rapprochement between both sides.

Significance of the topic

This study is crystallizing through the researcher's observation of the spread of Chinese YouTube channels that speak Arabic since July 2019 by producing videos that talk about Chinese culture and share it on YouTube to the Arab public in an attempt to present the Chinese culture to the Arab audience.

Especially the Arab audience who does not know more about Chinese culture because of the language barrier, and there is not much information about Chinese culture in the media, whether it is traditional media or new media.

Through the researcher's follow-up to the comments of the Arab audience on these videos, the researcher found that there are a lot of Arab audiences watching and following these channels. Moreover, the Arab public has the desire to learn more about Chinese culture and satisfy their curiosity by encouraging the video-makers to continue introducing many videos that deal with the way of life in China, the customs, and traditions of the Chinese people.

The topic's importance will embody the extent to which the MsV's channel has contributed to providing the Arab audience with Chinese culture and contributing to enhancing cultural exchange between the Arab and Chinese peoples.

Significance of the study

The importance of this study shows that it sheds light on one of the essential contemporary technologies used by billions of people that convey ideas to them in an instant.

This importance is evident in the following;

- The Arab public requires such channels to expand its understanding of Chinese culture.
- Gain experience in the content analysis tool in identifying its scientific and applied method by studying the content of the MsV's channel.
- The study dealt with a topic that did not receive sufficient attention in media studies and research, whether Arabic or Chinese in particular. It became clear from the analysis of the literature and previous studies that there is a research gap in the studies concerned with the cultural exchange between the two peoples compared to Western studies, especially relating to digital media in its various forms.

MS V's channel as a model

This personal channel on YouTube for “MsV” from China produces useful and interesting videos for the Arab audience, thus contributing to better understanding and acquaintance between the Chinese and Arab folk! **The link on the channel:**

<https://www.youtube.com/channel/UCsSnAL4-3sPZCpsl2pCGVsg/about>

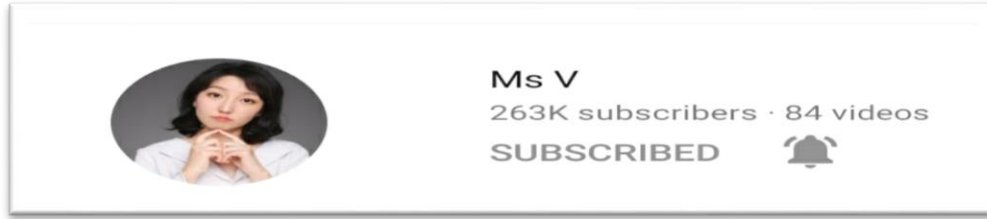


Figure 1{Source: YouTube}

The reasons for selecting Ms. V's channel as a study model are as follows:

- The channel owner is a Chinese girl and thus will reflect the credibility of Chinese culture to the Arab audience.
- The channel has reached 271,000 subscribers so far and has received 6,427,902 views since its inception in July 2019.
- The channel has a high following from the Arab audience who follows it and interact with it, often with comments and likes and sometimes sharing her videos with their friends.
- MsV's videos are broadcasted frequently on CGTN Arabic, Also the channel's owner of MsV works for CGTN Arabic as a presenter for the "**Travel in China**" Program broadcasted on CGTN Arabic. So the researcher believes that CGTN Arabic supports MsV's channel financially and technically due to the high quality of the videos on MsV's channel and the professional filming of most of her videos.

Litterature Review

Background

The twenty-two Arab states and China are all developing nations with comparable regional conditions. They all want to better their people's lives, retain different development models instead of pushing their political systems on others, and promote incremental reforms (Sun and Sun Zoubir 2018).

In the opening speech at the Sixth Ministerial Meeting of the China-Arab Cooperation Forum, President Xi Jinping confirmed that China and the Arab people supported each other to maintain national dignity

and defend national sovereignty. They helped each other explore the path of development and realizing the great renewal of the nation, promoting cultural exchange and enriching the national culture by learning from each other" (Xi, J., 2014: June 6).

Although China and the Arab countries have many common ties such as history, civilization, and mutual trade between the two parties for thousands of years, the Chinese and Arab peoples still have many challenges and obstacles that prevent mutual understanding between both sides.

As the public in China and the Arab countries have a limited understanding of each other, and they have a mutual bad image of each other drawn from the western media, its studies, and research.

The Arabs' mental image of China is that it is a country with an authoritarian, atheist communist regime in which people do not have freedom of belief or even expression. Furthermore, Arabs' understanding of the "One Belt, One Road" Initiative is limited (DING 2016).

Just as the Arabs have a terrible mental image of China, China also has a wrong impression of the Arabs. China sees the Arab countries from the perspective of terrorism, wars, conflicts, and terrorist attacks. The Chinese see the Arabs as aggressive and violent, and the Chinese even link Islam with terrorist organizations such as ISIS (DING 2016). So, the images of both sides are distorted by the many outdated and negative stereotypes

This misunderstanding is a logical consequence of the following reasons:

First: There is a significant deficiency in the mutual studies between China and the Arab countries, in addition to a defect in exploration, research, and systematic review of the culture of the other. As both parties depend entirely on Western references as data sources, they do not rely on the references of the original scholars of the Chinese and Arab that talk about their culture as documenters of their country's culture.

Second: Information about the culture of the Chinese and Arab peoples is not exchanged in their media, and both peoples depend on knowing what is happening in China or Arab countries through the Western media (DING 2016).

But thanks to the technological boom that the whole world is witnessing and social media penetration in our lives. Bloggers on social media have had a prominent role in facilitating cultural exchange between people and providing new ways of exchanging cultures between the world's peoples by expressing their culture as authentic people and promoting it through social media, like Facebook and YouTube.

From this perspective, The purpose of this study is to identify ways and methods of employing YouTube channels in promoting Chinese culture and its contribution to enhancing mutual understanding between both sides and encouraging Arab audiences to know more about Chinese culture.

Understanding Chinese culture

Culture is complex and multidimensional, and it is very challenging to define it in simple terms. Kroeber and Kluckhohn (1952) identified more than 160 different definitions of Culture (Fan. 2000). One of the earliest definitions widely mentioned by the British anthropologist Edward Taylor (1881) defines Culture as "that complex whole which includes knowledge, beliefs, art, morals, law, custom, and any other abilities and habits that man has acquired as a member of society (White. 1920).

Chinese culture gives the Chinese people their essential character. These core values are unique and constant, shaped by a tradition of four thousand years of history, and kept by the same language. There is only one set of core values in the Chinese national culture, despite all the differences among these people and their societies. This cultural value system is uniquely Chinese, distinguishing itself from Western cultures and other Eastern cultures (for example, Japanese culture) (Fan. 2000).

The contemporary Chinese culture in the PRC involves three major components: traditional culture, communist ideology, and western values. The traditional Chinese culture encompasses diverse and sometimes competing schools of thought, including Confucianism, Taoism, Buddhism, etc., and a host of regional cultures. However,

Confucianism is undisputedly the most vital thought, which forms the base of the Chinese cultural tradition and still affords the source for the customs of Chinese personal behavior (Pye. 1972).

Confucianism is the social or ethical principle constructed on the teaching of Confucius regarding human relationships, social structures, moral behavior, and work ethics. In Confucianism, rules are spelled out for the social behavior of every individual, leading the entire range of human communications in society. The researchers extracted Confucius's primary teaching in the Five Constant Features: humanity, justice, respectability, wisdom, and truthfulness (Ch'en. 1986).

In conclusion, China has changed over the past 20 years and is still evolving so are the nation's cultural values. Economic reforms and opening doors to the west have changed the social landscape and reshaped the value system.

Reviewing the history of exchanges between Chinese people and Arab people

With increasingly closer exchanges between China and Arab countries, learning Mandarin is becoming more popular in Arab countries. Accordingly, China has established many Confucius institutes or workshops in Lebanon, Egypt, Morocco, the United Arab Emirates, Jordan, and many other Arab countries, paving the way for spreading the Chinese language and culture to Arab countries. More people in Arab countries have generated a strong interest in Chinese culture.

The CCTV Arabic Channel has more audiences in Arab countries. TV media in the Middle East are increasingly paying attention to increasing coverage about China. Since the first aired on Chinese TV in the Arab world, “Jin Tailing’s Happy Life” (translated as “Happy Life”), which launched on the Egyptian state television in December 2013. Chinese TV shows such as “The Good Times of Daughter-in-law,” “Let’s Get Married,” “Hey, Old Man!”, and “Wang Zhao Jun” were aired in Egypt, Saudi Arabia, Yemen, Oman, and other Arab countries, welcomed by local people.

The Arab audience knows and understands Chinese people's real-life from these shows, which has changed the simple screen image of the Chinese shaped by martial arts films of Bruce Lee and Jackie Chan.

They let the Arab people know that Chinese people learn martial arts, love peace, cherish life, and are full of warmth and kindness. In a nutshell, increasingly close and extensive cultural exchanges between China and the Arab countries have already become a strong driving force to boost the exchange relationship between both sides (DING, 2016).

Relationships between message characteristics and viewer responses

Most content analytical studies only aim to examine the frequencies, patterns, and characteristics of the content of interest. To achieve this goal even further, this paper linked the message characteristics of Chinese cultural videos to four types of viewer responses: the number of viewers, the number of comments, the number of likes, and the number of dislikes.

This interactive ability to capture such instant responses is one of the unique features of YouTube and similar video-sharing websites, and the researcher suggested that it could provide mechanisms to gauge the popularity and success of a Chinese culture campaign on the Internet (Nourhan, 2018)

The Number of viewers may indicate the popularity of the video. Comment count may indicate the extent to which video content produces qualitative comments from viewers. Finally, Viewer Rating enables users to express their relative preference for a video, whether by pressing the like button or pressing the dislike button.

So far, although only a few studies in business and marketing have analyzed viewer responses to online videos. These studies measured the sincerity of viewer participation in the YouTube community and the popularity and access patterns of YouTube videos (Paek et al., 2010).

However, suppose the research goal is to focus on Chinese culture videos to understand the association between message characteristics and viewer responses. In that case, one way to achieve it is to link a content analysis to the data provided by the interactive features of the Number of viewers, Number of comments, and viewer rating.

Theoretical Framework

The researcher relied on this study's three theories: analysis of the media framework, cultural analysis approach, and media richness theory.

1. Analysis of the media framework

The media framework analysis theory is one of the modern tributaries in communication studies. It allows the researcher to measure the implicit content of the media messages reflected by the media. The term (frame) was used for the first time in the social science literature in 1955, and both (Luckman & Berger) contributed in 1967 (Boicova, 2015).

A significant contribution to developing the concept of framing is how groups classify their collective experiences drawn from reality into categories and then set them over time to indicate all new experiences and information.

The term depended on the 1980s, as the sociologist (Gelten) 1980 employed in media framework analysis in his study. He analyzed news coverage content by the media during a different time (Hefnawy. n. d.).

This theory assumes that events do not have a specific meaning in themselves, but rather gain their significance by placing them in a frame that defines and organizes them and lends them a degree of consistency by focusing on some aspects of the topic and neglecting other parts.

The frameworks are affected by the ideology and orientation of the media and external sources such as elites and political actors, also influenced by the social patterns and values and culture present in society, the political context, and the economic context.

The current study relied on this theory to identify essential frameworks on which the MsV channel on YouTube relied on promoting Chinese culture through the aspects and topics it focused on its video production to promote Chinese culture to Arab audiences.

2. Cultural analysis approach

Cultural Analytics is an approach for discovering massive images and video clips. It combines digital image processing with easy-to-use and

intuitive visualization techniques to let researchers find out forms in the data (Salah et al., 2013).

So the cultural analysis approach is an organized scientific effort to answer how to create knowledge, as the media influence the perception of the meanings that they form about the world around us. Thus the importance of studying media and cultural production in developing social awareness, especially towards other countries that may not connect the reader. Any direct experience with it increases its dependence on mass communication means as a source of information. This entry focuses on studying the prevailing ideas in societies through analyzing the stereotype that community forms about itself and others (Hefnawy.n.d.).

Contemporary cultural analysis is characterized by the breadth and diversity of the field to cover the whole world in that he uses the information provided by the media.

Cultural studies of mass media allow considering the media culture as a system of information and communication with specific features of their functioning in the society at different stages of historical development (from the birth of literature to electronic mass media). In contrast, language in communication between communities is responsible for national and cultural identities. Modern mass-media technologies virtualize man's activity and increase the role of visual components of media contents contributing to the change of social communications' nature(Orochovska and Abysova 2017).

The cultural analysis approach is not limited to focusing on the media content only. Its focus extends the relationship of this content to the surrounding contexts from a social and cultural context (Hefnawy. n.d.).

The study relied on this approach to study the basic ideas that MsV focused on to find specific stereotypes about the patterns of Chinese culture that MsV showed on her YouTube channel and its connection to the mental image of the Arab audience.

3. Media Richness Theory

The organizational scholars Daft, Lengel, and Trevino (Daft & Lengel, 1984, 1986; Trevino, Lengel, & Daft, 1987) developed media richness theory, which arises from information processing theory. They argue that the efficiency of interpersonal communication is influenced by the relevance of the media and the characteristics of the communication task (Sun and Cheng 2007).

Media richness theory introduces the idea that communication richness is an objective property of a means of communication. Media richness is defined as the ability to facilitate shared understanding over time. Communications requiring a long time to enable agreement or that cannot overcome different perspectives are considered low in media richness. In other words, media richness indicates their ability to facilitate shared meaning and understanding (Daft & Lengel. 1984).

So the researcher also relied on the theory of media richness in this study due to its connection with the nature of the cultural contents presented through the MsV channel as a model for this study, which is characterized by a great deal of ambiguity that requires the use of rich media to evaluate it in a simplified manner for the audience. As the theory assumes that more media is Richness leads to better performance of ambiguous tasks; whenever the message needs clarification and discussion between the sender and the receiver, sending it through the more prosperous media is necessary (Kadwani., 2019).

Also, having the media outlet have tools that allow the recipient to send his reactions and comments to the sender is one factor in the Richness of the medium. The Richness of a media is based on the following four criteria (Daft et al., 1987).

1. Capacity for immediate feedback: This refers to the speed and quality of common interpretation transmitted through the medium.
2. Capacity to transmit multiple cues: An array of cues, including physical presence, voice inflections, body gestures, words, and numbers, even graphic symbols, facilitate the conveyance of interpretation information.

3. Language variety: The language that was used in the videos varied between natural languages (such as Arabic, English, and Chinese) and artificial languages (such as the language of mathematics, statistics and numbers, sign language, symbols and different sounds, and the language of literature).
4. Capacity of the medium to have a personal focus: This refers to either conveying emotions and feelings or the medium's ability to be tailored to the specific needs and perspectives of the receiver.

According to the above four characteristics of the means of communication, Daft et al. (1987) classify the means of communication used in daily life as, to reduce affluence, face to face, telephone, personal documents (for example, letters or notes), and untitled non-personal documents (such as reports, flyers, etc.) And digital reports (such as spreadsheets). Face-to-face is considered the wealthiest medium because it provides immediate reactions. Face-to-face communication also provides multiple cues via body language and tone of voice, and the message content is expressed in natural language (Lan and Sie. 2010).

Phone conversations are ranked lower than face-to-face conversations because they allow verbal cues such as words, intonation, and silence but do not convey gestures and other visual cues.

Personal documents are higher than non-personal documents that have not been processed, while digital reports without authorization are classified as smaller brokers. After Daft et al. (1987), many researchers take a similar approach to organizing other media such as video, audio, images, text, and email (Rice, 1992; Schmitz & Fulk, 1991; Trevino et al., 1987; Zmud, Lind, & Young, 1990).

In brief, media richness theory has been applied successfully to a variety of issues in both theoretical analyzes and empirical studies (Lan and Sie. 2010).

Study concepts

Idiomatic concept of culture

Culture is complex and multidimensional; It is too complicated to define in simple terms; Kroeber and Kluckhohn (1952) identified over 160 different definitions of culture; one of the earliest widely cited definitions by Tylor (1887) defines culture as “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”

Procedural concept of Chinese culture

Chinese culture in this study, "Spreading Chinese culture through MsV's efforts to convey and define Chinese culture to the Arab public by publishing vlogs and videos depicting the reality and lifestyle in China through the eyes of a Chinese girl."

Methodology

This study relied on a poll method to scan the content of MsV's channel on YouTube, using a comprehensive inventory of all videos of this channel and the comments received on it, to reveal the extent of its richness and its role in spreading Chinese culture to the Arab audience.

In this research, the researcher used content analysis as a research method because it identifies, enumerates, and analyzes the occurrences of specific messages and the characteristics of the messages included in the content. The unit of analysis is the video to place the content in different categories.

The researcher used quantitative content analysis, a "systematic, stepwise procedure to answer research questions and test hypotheses." Jim McNamara stated that "Qualitative content analysis collects data about media content such as topics or issues, reference volume, messages identified by keywords in context(KWIC) media circulation (audience access) and frequency."

Yan Zhang and Barbara M. Wildmouth stated that "Quantitative content analysis is deductive, and aims to test hypotheses or address questions resulting from previous theories or empirical research. The researcher believed that this method would help successfully in answering research questions and testing hypotheses.

Sample (Population and Sampling)

The population is objects or subjects that have some characteristics determined by researchers to be studied and to conclude. In this study, the population is a whole of MsV's YouTube video (84 videos) starting from July 7st, 2019, to Dec 31th, 2020.

According to Sugiyono, 2013 and Arikunto, sampling is several characteristics that are derived from the total population. The sample must represent the whole population. Based on Arikunto, since the population is not greater than 100, the researcher took 100% of the total population of the YouTube video of MsV with a total (84 videos) that the researcher called census techniques.

The researcher in this study chose MsV on YouTube, with more than 6 million viewers of her videos and 271,000 subscribers; MsV is a famous Chinese YouTuber. She presented a series of episodes of "The Vitality of Chinese Cities" from the "Travel in China" Program with her close friend "LAN," and the videos of this series were uploaded to MsV YouTube channel in addition to being broadcast on CGTN Arabic.

MsV uploaded (84 videos) during the period from July 7, 2019, to December 31, 2020. She produces videos that talk about Chinese culture, customs, and traditions in food, clothing, and daily life in Beijing, where MsV lives there, and broadcasts to the Arab public by live broadcast the status of Beijing Under the shadow of the Coronavirus.

She also produces many videos with Arab friends who reside in Beijing and exchanges knowledge about Chinese and Arab cultures. Also, many videos on the channel talk about Chinese cities that took the title of a series of Chinese cities vitality. As mentioned previously, all these videos and more on the MsV channel on YouTube better promote understanding and acquaintance between Chinese and Arab people.

The time frame for the study

A comprehensive inventory method was used to analyze all videos of this channel and the comments received on them from their inception until December 31, 2020.

Data collection tools

- Qualitative content analysis was used to reveal the shape and content of the MsV channel. Due to its suitability for the in-depth study and its sufficient proximity to the study community, the researcher used some elements of the quantitative dimension in analyzing the content to confine the number of cultural topics presented in the videos of the study sample.
- The most viewed and most commented video was selected, then generating a random number from the Internet, making the necessary statistics, analyzing the audience's comments position and its attitude towards this video.
- Conducting an in-depth interview with the owner of most liked comment⁽¹⁾ from the Arab audience (16,000 likes) to find out her opinion on the channel and the extent of the channel's contribution to spreading Chinese culture among the Arab public, and did her beliefs about Chinese culture change after following the channel and watching its videos or not.
- Conducting an in-depth interview with Dr. Shereen Kedwany⁽²⁾, and prof. Abdullah Mohammed⁽³⁾ as critics and media experts to find out their opinions on the channel and the extent of the channel's contribution to spreading Chinese culture among the Arab audience. In their opinions, has the MsV channel succeeded in changing the bad mental image of the Arab public about the Chinese people, especially after the Corona pandemic, or not?

¹⁾ The owner of the most liked comment on a most viewed video on the MsV channel on youtube is from the Kingdom of Saudi Arabia ; the researcher conducted an in-depth interview with her through Instagram messages.

²⁾ Dr. Shereen Kedwany, Lecturer at the Department of Mass Communication , Faculty of Arts , Assiut University, Egypt.

³⁾ prof. Abdullah Mohammed Attiqiya , Assistant Professor of the Media and Head of Media Department , Faculty of Arts , University of Sirte, Libya.

Objectives of the study

The study seeks to achieve one primary goal: To uncover the role of the MsV channel on YouTube in promoting Chinese culture to an Arab Audience, and from this goal, **the following objectives will branch:**

- Learn the nature of the content provided by the MsV channel and the most important topics covered by MsV.
- Knowing the extent to which the followers of the MsV channel interact with the content posted on YouTube.
- Identify the basic culture patterns included in the MSV channel.
- Understanding the goals that the MsV channel seeks to achieve.

So, the researcher addresses the following research general question: How can the MsV channel be used to promote Chinese culture to an Arab audience? Or as a particular question: To what extent will a video's message characteristics be associated with viewer responses (Number of viewers, Number of comments, and viewer rating)?

The main question is divided into several sub-questions related to the content and other related to the shape; as follows :

Content Questions (What was said?)

- What are the cultural patterns or topics that MsV covers and expresses Chinese culture?
- What are the goals that the MsV's channel seeks to achieve?
- Who is the target audience for the MsV's channel through the studied sample?
- What persuasive methods are used to address the topics published on MsV's channel on YouTube?
- What is the content of the comments on the content published on the MsV's channel on YouTube?

Questions of the form (How was it said?)

- What are the technical features of MsV's channel on YouTube?
- What are the templates used to display the topics raised on MsV's channel on YouTube?
- What are the media used to display the contents of the MsV's channel on YouTube?
- What kind of language is used to display MsV's channel content?
- What is the level of language used to display the contents of MsV's channel on YouTube?
- What are the forms of audience interaction with MsV's channel on YouTube?

Unit of analysis and measurement

Single unit: so as each episode of the channel videos integrated unit for analysis.

Subject unit: due to its suitability to monitor the cultural topics presented on the study sample channel and the qualitative analysis sub-categories.

The criterion of the number of most viewed videos was used to prioritize the cultural topics presented in the study sample channel, using appropriate statistical parameters. The researcher reviewed the cultural issues raised in the study sample episodes in a table to reveal the occurrences and percentages only.

Media Richness Scale: The researcher relied on the following criteria: (the ability to "return echo" feedback, transmit multiple signals, language diversity, the ability to focus personally) as a measure of the median wealth of the channel under study. According to what was determined by the theory of media wealth in this context, this was evidenced by the qualitative analysis of the content of the study sample episodes and the comments received on them.

Field of study: It is limited to two areas:

Temporal domain: This study was carried out for seven months, from September to March.

Spatial Domain: YouTube, MsV's channel exactly.

Categories of analysis

Subject Categories (What was said?)

Type of cultural topics: Many categories fall under the content category, but the most general categories are the topics category because they relate to the content of the informational material. The topics covered by MsV Channel are ;(Tourism, Language, Traditional thoughts, Living, Clothing, Food, Transportation, Health, Kungfu, Entertainment, Festival, and Customs).

Content objectives: (awareness and education, guidance and counseling, correcting misconceptions, presenting problems, providing solutions, and entertainment).

Target audience: general audience, especially the Arab audience.

Persuasion methods used in the videos: Persuasive methods are used to attract the viewing audience to media content and convince them of the idea.

Logical persuasion (evidence from contemporary reality, historical facts, figures and statistics, presentation of two perspectives, linking causes and results, complementarity, and inclusiveness in presenting topics).

Emotional Persuasion (rhetorical methods of description, religious, emotional appeals, patriotic emotional appeals, cause-and-effect contradictions, generalizations, presenting a single point of view).

Sources category: it is what the MsV channel relied upon presenting its content and includes: “Sayings and judgment, news, figures and statistics, scientific evidence, citation from reality, martyrdom from history, poetic verses, aphorisms, and life experiences.”

Figure Categories: (How was it said?)

Topic Presentation Template: (Documentary, Dialogue, Narrative).

The media used for the presentation of the subjects:("Personal / objective" photos, video, graphics, sound effects).

The type of language used in presenting the topics: (Arabic, Chinese, English, combining more than one language).

The level of language used in the presentation of topics: (slang, classical).

Artistic direction: represented in filming the content of MsV channel, which is as follows: filming in the same place, filming in different places.

Content time: short, medium, long.

Means and volume of audience interaction with the content, including the number of views, number of likes, number of dislikes, and comments.

Presenting the results of the analytical study

1: Content Categories (what was said?):

Topics for Videos

Topics	Frequency	Percentage %
Travel and Tourism	22	2
Health	13	15.6
Technology	8	9.6
Lifestyle	10	12
Entertainment	14	16.8
Various Topics	17	20
Total	84	100%

Table 5: Shows Topics distribution of the content on the MSV's channel

The previous table shows the diversity of the cultural contents presented on the MsV's channel. The study sample related to the manifestations of Chinese culture such as travel, tourism, health, technology, entertainment, and everything that shapes the Chinese lifestyle in general, and what the channel covered by various topics.

The researcher noted from the above table that the MsV's channel on YouTube focused on **Travel and Tourism** issues. It ranked first with a ratio of 26.19%, highlighting the tourist attractions of China through traveling to Chinese cities and discovering its tourist attractions, lifestyle, and aspects of technology, and what distinguishes each town from the other.

This series, "**The vitality of Chinese cities**," presented videos about discovering everything new and different in Chinese cities, especially cities with many Arabs in Guangzhou, or that showcases Chinese culture in Tianjin and Shenzhen, and Beijing, where MsV the owner of the channel resides.

The **various** topics; came in second place with a rate of 20.84% to include multiple topics covered by the channel to include these titles and topics such as: Are you eligible to marry a Chinese woman? Do you have an enjoyable experience in studying Arabic like me? A Chinese girl trying to fast for one day, the story of a Chinese girl with the month of Ramadan, Are you suitable for learning Chinese? I climbed the mountain last week, what was the best weather in Beijing? Made in China, does it surround you? How strong will the water? Who will win in the seedling competition? Me or a farmer? Want to try cooking eggs on watery eyes steam? Can you believe the novel that the new Coronavirus was made in the United States of America? Have you seen the recently circulated clip of this Chinese song? They called me crazy in the audio recording studio, see my new gift, and return to the office after the epidemic, a special gift on Chinese Valentine's Day; the magic cup turns juice into a smoothie in minutes.

Entertainment topics came in third place with a rate of 16.86%, providing entertainment content such as a challenge to play among friends, making a dough figurine, or trying strange and fun things.

Health topics focused on everything related to the COVID-19 by following the situation in China through the live broadcast of what is happening in China at that time. And discussing many topics, like; how to prevent this virus, respond to rumors, the culture of eating insects, and explaining the culture of the Chinese in eating And why do the Chinese eat everything alive? In addition to the review of Chinese Kung Fu, the most popular sport in China

that characterizes the Chinese people. So, Health Topics ranked fourth with a rate of 15.66%.

Lifestyle topics ranked fifth, with a rate of 12.04%. MsV discussed Chinese eating and clothing practices, as well as Spring Festival, Chinese Valentine's Day, Dragon Boat Festival, and other occasions and festivals.

Technology topics ranked last with a rating of 9.36%. MsV covered with everything related to the technological revolution that China is witnessing in agriculture, industry, trade, and all aspects of life.

Factors affecting determining video topics

In general, the following variables affected the selection of video topics:

Current events and the surrounding environment

The channel's videos coincided with the repercussions of the Covid-19 crisis that began in China and then spread around the world as MsV provided direct videos explaining the current situation of China in light of the spread of the Coronavirus, how to spend boring time at home, and other videos explaining what is happening in China now and how to protect ourselves from Coronavirus in addition, responding to rumors spread in the news and social media about what is happening in China and provide logical explanations.

International events

Such as the Beirut explosion and keeping up with various events and occasions, the Chinese Spring Festival, Chinese Valentine's Day, and the experience of Fasting one day in the month of Ramadan and spending Eid al-Fitr in the house of an Arab friend residing in China.

The influence of personal factors related to the character of YouTuber

Most videos contain topics that fall within the scope of the YouTuber interests, such as talking about what represents Chinese culture in terms of eating, clothing, and everything that distinguishes Chinese people, such as Kung Fu and famous tourist attractions like the Great Wall of China and the vitality chain of Chinese cities that represent Chinese culture.

Desires of audience

Came in the comments reflected in the content of the MsV channel, as the YouTube channel was keen to display videos about learning Chinese or how to live in China and aspects of life there related to daily life according to the Arab public's desires in these comments.

The objectives of disseminating cultural topics on the MsV channel can be summarized as follows

Awareness and education

MsV has been interested in providing diverse and unfamiliar cultural knowledge and information to the Arab audience about China and Chinese culture. Despite the novelty of the channel, but MsV was able to provide content that attracts the Arab audience in a distinctive, fun, and straightforward manner, with the audience interacting positively in most of the videos.

Guidance and counseling

Directing users to modify their behaviors, avoid various risks, and prevent diseases, such as the “new coronavirus”; four ways to avoid the emerging coronavirus, learned from the Chinese experience, what types of masks are preferred to use?

The call to take an attitude

By calling on users to stop spreading rumors and verify the authenticity of the news before it is published and circulated among others. Like these videos: Crows attack under the shadow of COVID-19, have you seen the recently circulated clip of this Chinese song? , New Hanta Virus? Do not worry; it is not dangerous at all.

Entertainment

By providing entertainment content such as tourism and travel in China, discovering its tourist attractions, and getting to know the Chinese people closely by knowing their customs and traditions, what do they do in their celebrations?

Citation sources

In its presentation of the episodes, MsV relied on several primary sources to extract the cultural information included in the episodes. The study sample included some of these sources; Quranic verses from the Holy Qur'an, which were used in the video "Why do the Chinese eat everything alive?" MsV also used scenes from a popular Egyptian movie called "The Great beans of China" in two videos, "China's Insect Eating Culture" and "Chinese Kung Fu and its true power."

In addition to MsV reading and searches for information in articles, search engines on the Internet, while preparing the content for the episodes and showing them on the MsV channel on YouTube, depending on the nature of the video content that she provides the audience.

Category of Target Audience

All videos targeted (the general audience), especially the Arab audience, to introduce and educate them about Chinese culture and everything new in China.

Figure Categories (How Was It Said?)

Persuasive Methods: MsV relied heavily on **rational persuasion**; to confirm the credibility of the presented contents by strengthening and linking the information presented by evidence and examples from contemporary reality, relying on numbers, statistics and experiences, linking causes and results related to various phenomena, and presenting visions and perspectives about them. Besides concern for integration and inclusiveness in presenting Subjects and logical and scientific explanations on it from various social, economic, and political dimensions.

Moreover, using the method of refutation and logic, as in these videos (such as: Have you seen the recently circulated clip of this Chinese song? The attack of crows under the shadow of COVID-19?

Emotional persuasion: was also used in presenting the content, such as Methods of desire Techniques, like: Are you eligible to marry a Chinese woman? Are you suitable for learning Chinese? Let us know the answer together! As well as focusing on religious, emotional

appeals, such as spending Eid al-Fitr in the home of an Arab friend residing in China, a Chinese girl is trying to fast for one day, the story of a Chinese girl with the month of Ramadan.

Moreover, national emotional appeals (such as Beirut, are you okay? From my heart, peace be upon Beirut), as well as the contradiction between causes and consequences (such as: Do you believe the novel that the new Coronavirus was made for the United States of America? Is there a cure for the Coronavirus? , The new Hantavirus? " Do not worry, it is not dangerous at all, as well as the use of generalizations (such as: Why do the Chinese eat everything alive), in addition to using the method of hinting, not declaring when dealing with political issues, in addition to the method of brainstorming, to increase the interaction of viewers with the content presented.

Language used

All the episodes were presented in classical Arabic, accompanied by English translation sometimes, and Chinese sometimes at other times, because the contact person is a Chinese girl whose mother tongue is the Chinese language. She speaks Arabic as a second language, and her main goal of the MsV channel is to provide Arabic content targeting the Arab audience.

The media used to display the topics

Photos (person / subject): MsV used pictures to facilitate the comprehension of the contents presented, including unique images of the Chinese emperors and others related to the topics at hand and objective pictures.

Graphics: MsV is used in various drawings to explain and simplify its perspective using graphics, maps, and statistical data.

Video: through archive videos of cinematic scenes from famous films.

Representative scenes: by embodying different situations, to explain and simplify the topic of the episodes, and to add fun and humor to the audience, which MSV represented by herself or with the help of one of her friends.

Sound effects: where the episodes are accompanied by a soundtrack with a varied rhythm that suits the content presented to integrate the scenes into the episode's content.

Presentation Templates Category

The templates for presenting the topics in the videos of the channel under study varied, **which included:**

Documentary template

The contact person relied heavily on presenting information and documenting life in China, using the documentary template in many MSV channel videos.

Dialogue template

The contact person used the default method of dialogue, either with the self or with the users in the form of a question and answer, intending to integrate them with the content presented, pushing them to think about the information.

Representative dramatic template

The contact person relied on this template to simplify facts and information, explain the point of view and some of the various scientific experiments by representing these scenes herself.

Humorous template

Moreover, through humor, fun, and simplicity in the talk while explaining the contents presented, which was among the main reasons for users' interest in this channel as it appeared in the comments.

Narrative story template

The contact person used this template to tell her stories and experiences that she lived in some Arab countries, or the story of her experience with learning the Arabic language, or her story with the month of Ramadan among Muslims or general her life stories in China.

Media category and audience interaction volume

The researcher noticed the interest of a considerable number of Arab audiences in interacting with MsV's videos through the various

interaction mechanisms provided by the site, whether through liking or disliking the videos or sharing them on other sites, as well as through comments that totaled (52.433 K) comments.

The audience expresses their opinion in terms of form and content negatively and positively. Some of the audience asked to display specific topics related to Chinese culture and engage them in in-depth discussions with other users about the topics presented in the channel.

While the owner of the channel interacted with users' comments by responding to some comments where she posts the videos according to the comment indicators and in response to the responses of some comments.

Such as these videos: Are you suitable for learning Chinese? Do you have an enjoyable experience studying Arabic like me, a Chinese girl trying to fast for one day etc.

Means and volume of audience interaction	Frequency	Percentage %
Views	6427602	95.22%
Likes	256605	3.80%
Dis-Likes	13583	0.20%
Comments	52443	0.78%
Total	6750533	100%

Table 8: shows the distribution of means and the volume of audience interaction

The above table has showed that the number of views of the content of Ms.V channel was estimated at 95.22%, the number of likes was estimated at 3.80%, the number of comments about the content was estimated at 0.78%, and the number of non-likes was estimated at 0.20%. It is clear from the previous table that the channel has a large audience. Still, most of the audience watch the content without expressing their opinion about it, whether by liking or not liking or leaving a comment.

This is evident by the significant difference between the number of views, the number of likes, the number of dislikes, and the number of comments. Furthermore, the number of fans of the content broadcast by the channel is more than the number of those who did not like the content.

Analytical study results

After presenting and analyzing the data of this study, the researcher concluded many results, **which are summarized in the following points:**

- The topics covered by MsV's YouTube channel varied, between videos about travel and tourism within China to highlight its tourist attractions to viewers, videos aimed at entertainment for the audience, and videos about health, technology, and lifestyle in general in China.
- MsV's YouTube channel aimed to create entertaining content for Arab viewers that would promote mutual understanding and cultural exchange between Arab and Chinese people.
- MsV's YouTube citations came from a variety of sources, including local and worldwide events, scientific research, Qur'anic verses, and scenes from Egyptian and Chinese films.
- The MsV channel's target audience was the Arab audience in general, with the goal of introducing them to Chinese culture and lifestyle in general in China.
- The channel employed two different kinds of persuasion techniques: mental and emotional techniques. Citing actual facts and information is one of the most popular persuasive strategies.
- The presentation templates used in the content of the MsV channel on YouTube are many and different, including documentary, dialogue, dramatic, comic, and narrative videos.
- MsV's YouTube channel's artistic direction is divided into two categories: filming at the same location and filming in different locations. However, most of its content is focused on shooting in various locations, which adds an aesthetic touch to the content and prevents viewers from becoming bored while viewing it.
- The time of the MsV channel's content on YouTube varied between short, medium, and long periods. However, the majority of the content was of a medium length so that the followers wouldn't become bored and stop watching the content.

- Means of the audience's interaction with the audience of the MsV channel on YouTube are views, likes, dislikes, and comments. However, the volume of the interacting audience was huge, which is shown by the total recurrence of 6,750,533.
- MsV's YouTube channel clearly delivered many distinct beneficial messages through the videos it broadcasted on YouTube, as evidenced by the preceding. Its messages speak to all the various Arab social classes and communities.

The nature of content comments for the most viewed video on MsV

The nature of the content of comments on MsV's videos varied between praise, encouragement, opinions, direction, and sarcastic comments on the content of the videos and comments about the channel's owner.

And because the channel's comments are so large that their number reached nearly (52443K) and more, the researcher chose the most viewed and commented video and took a random sample about 375 comments as a representative sample, **as the following table shows:**

The nature of user comments about the most viewed video	frequency	percentage
Praise and encouragement	180	48%
Provide information and views	80	21.3%
Guidance and advice	35	9.3%
Inquiries and requests for information	40	10.8%
Mockery	11	2.9%
Combines more than one shape	29	7.7%
Total	375	100%

Table 9: shows the nature of content comments of the most viewed video on MsV channel

This table displays the comments for the most viewed video on MsV's YouTube channel, which included many encouraging comments and praise for the channel's owner for her mastery of the Arabic language and her ability to read the Holy Quran, which impressed many Arab audiences.

The majority of the compliments are about the MsV channel's owner, her beauty, and her engaging style of presenting information to people.

Many of the Arab audience members told her they loved China through her and had a desire to learn more about Chinese culture.

The audience's comments came from their perspective on the channel in second place, to what extent they agree or disagree with the channel's owner. Moreover, exchange knowledge with her about the Arab culture in eating food and why Muslims do not eat wild animals, especially pork while mentioning scientific and religious evidence for their statements.

Then the rest of the comments varied between questions asked by the audience to the owner of the channel or comments to guide the owner of the channel when she made a mistake concerning Islamic cultures, such as playing background music when reading the Qur'an.

Additionally, some sarcastic comments about the channel and its contents may be found. They were, however, few in comparison to the total number of comments posted by the audience, furthermore, there were some comments combine more than two categories, such as praising the channel and its content, or providing information, or asking a question or guidance to do something.

So, the researcher conducted an in-depth interview with the commentator⁽¹⁾ on the most liked comment (16,000 likes), which means that the public agrees with what she wrote. Therefore this comment is a representative sample of the audience's comments. So her general opinion about this channel was as follows:

Praise for the channel and its content, in addition to its assertion that the channel has a significant contribution to spreading Chinese culture among the Arab public because the channel owner is a Chinese citizen, so the viewer's confidence in the information is high.

She explained that it is better to learn about the culture of any country through its citizens, in addition to the fact that the Chinese blogger

¹⁾ The owner of the most liked comment on the most viewed video on the MsV channel on YouTube is from the Kingdom of Saudi Arabia; the researcher conducted an in-depth interview with her through Instagram messages.

"MsV" speaks Arabic admirably, which attracts many Arab viewers to watch its content. The commentator said her views on Chinese culture had changed a lot after watching MsV's videos. In addition, the content provided by MsV is excellent and attracts Arab audiences to follow and subscribe to the channel.

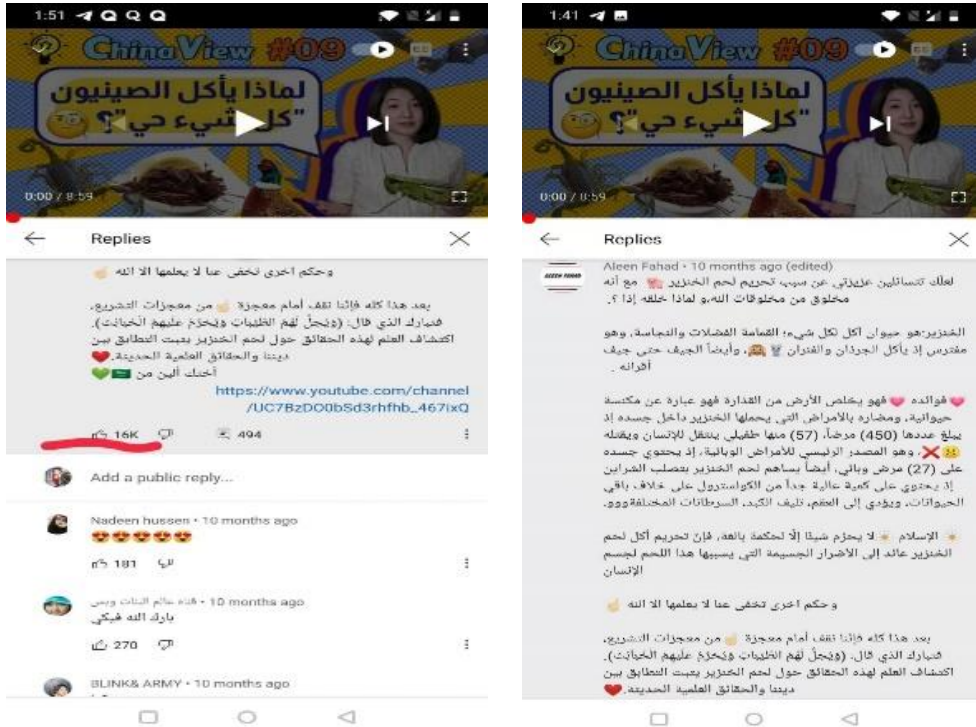


Figure (12): Screenshot of the most liked comment (16,000 likes) by Arab viewers.

The researcher also conducted an in-depth interview with media critics and specialists Dr. Shereen Kedwany⁽¹⁾, and prof. Abdullah Mohammed⁽²⁾, whose opinions are as follows:

¹⁾ Dr. Shereen Kedwany, Lecturer at the Department of Mass Communication, Faculty of Arts, Assiut University, Egypt.

²⁾ Prof. Abdullah Mohammed Attiqiya, Assistant Professor of the Media and Head of the Media Department, Faculty of Arts, University of Sirte, Libya.

Dr. Shereen Kedwany has watched the most viewed and commented video - as a representative sample of the channel's videos - and peeked at the channel. **So her general vision for MsV was as follows:**

- The channel is an important and influential medium that has succeeded in neutrally presenting Chinese culture.
- The MsV channel presented the pros and cons as well as the personal opinion of the channel owner.
- MsV channel has succeeded in improving the mental image of the Chinese among the Arabs, whose perception of China has been negatively significantly affected, especially after the emerging Coronavirus and propaganda campaigns against the Chinese people.
- MsV channel sheds light on the role of the Chinese government in adopting laws that guarantee the protection of the Chinese people's image towards other peoples and the limitation of eating wild animals.

She added that MsV channel is a professional channel. Its content is presented in a clear and smooth Arabic language that the average Arab citizen can understand regardless of nationality. The channel's introduction also has a vitality and acceptance, which qualifies her channel to increase the number of followers and subscribers in the future.

The channel is rich in its form and content as graphics, videos, and images are used to simplify the presented content and make it exciting and engaging. But what annoyed the critic were two things; Background music and the lack of interaction of the owner of the channel with many comments to the Arab audience.

Prof. Abdullah Mohammed also watched the same video and came to the same conclusion: Ms. V contributed to promoting Chinese customs and traditions more to the Arab audience. He pointed out that she had to introduce herself at the beginning of each video, but overall, Ms. V helped the Arab recipient understand Chinese culture.

The Richness of MsV channel

According to the richness criteria set by the media richness theory. It can be said on the whole that the MsV channel in this study was rich with the following:

The ability to feedback (echo back)

YouTube provided users with various forms to record echo back on the content provided, which included recording liking or disliking and sharing them with others, as well as comments. It was a rich tool to give an immediate reaction to the episodes' content for the owner of the channel.

The ability to transmit multiple signals

The contact person for this channel has mastered all verbal and non-verbal cues to present different cultural topics, which include (spoken speech, written texts, various physical gestures, tone of voice, eye gaze).

Linguistic diversity

The language used in the videos varied between Standard Arabic spoken by the Arab audience, Chinese as a native language of the channel owner, and English as an international language known to most of the world's people.

The ability to focus personally

User comments allowed the channel owner to get to know her audience and build a personal experience about them, thus broadcasting appropriate messages.

Conclusion

The study concluded that MsV channel is distinguished by a high level of richness according to the richness criteria set by the media richness theory, which included (the ability to provide feedback "echo", the ability to transmit multiple signals, language diversity, and the ability to focus personally).

MsV, the owner of the channel, has succeeded in employing all the publishing capabilities provided by YouTube to spread Chinese culture among the Arab audience through using various publishing media (pictures, graphics, videos, verbal and non-verbal signals), and various templates (dialogue, report, documentary, Narrative stories),

which contributed to attracting thousands of Arab viewers to the MsV channel, where the above can be summarized as follows:

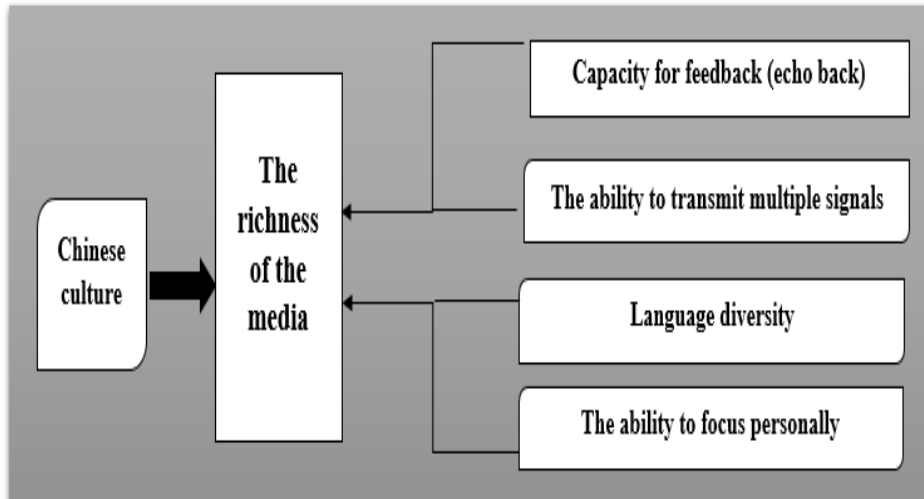


Figure (13) a sample illustrating the role of the richness of the media in promoting Chinese culture

Results: As a brief in the following points:

- YouTube has an important and effective role in spreading Chinese culture and cultural exchange between peoples because it has a set of free features that attract millions of followers from all over the world.
- The most important topics covered by MsV YouTube channel varied between videos about travel and tourism within China to highlight its tourist attractions to viewers, videos aimed at entertainment for the audience, and videos about health, technology, and lifestyle in general in China.
- The Arab audience's role was not limited to the negative reception of the content but rather to interact with it by commenting, recording the likes or dislikes, and having discussions with the owner of the channel and other users about the displayed content, as well as participating in choosing the topics that will be presented on the channel later.

- The MSV channel has significantly contributed to the Arab public's knowledge of Chinese culture through the topics covered by the channel. This includes language, eating, clothing, customs, celebrations, technology, and lifestyle in general in China, which contributes to reducing the knowledge gap between the Arab public and the Chinese people. In addition to its attempt to enhance understanding and cultural exchange between both sides (Arab and Chinese).

Recommendations & Future Studies

Recently, many YouTube channels have been interested in spreading Chinese culture among the Arab audience by translating many Chinese series into Arabic, so it is possible to study the role of these channels as a tool for cultural exchange between the Arab and Chinese peoples.

Or studies on the extent of Arabs or Egyptians knowledge of the Belt and Road Initiative and its impact on the mutual relations between the two sides.

It is possible to study to what extent the Arabs residing in China know Chinese culture through their presence in China, and has their view of China changed after their residence there? How do they see China through their eyes? And what is the role of social media in conveying the lifestyle in China among their friends?

It is possible to study the CGTN Arabic channel either on TV or through YouTube to exchange cultural exchange between Arabs and China.

So there are many topics for future researchers to conduct an in-depth investigation on this topic, pay attention to the quantitative analysis part and rely on the questionnaire as a tool for data collection.

In conclusion, while the topics about Chinese culture are scarce in traditional media, the Chinese girl MsV has succeeded in using YouTube to promote Chinese culture among the Arab audience in her creative and fun way.

This calls for decision-makers in traditional media institutions to pay attention to the contents that talk about Chinese culture and present

them to the Arab public who does not have sufficient knowledge about Chinese culture and life in general in China.

The field is still open for researchers to study the cognitive, emotional, and behavioral effects of such a channel and other similar channels on YouTube and their role in spreading Chinese culture among the Arab public in future studies.

In addition to the importance of having future studies that bridge the gap of mutual knowledge deficiency between the Chinese and Arab people and work to build bridges of knowledge between the two sides.

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