

The Impact of Chinese Influence on Bhartiya (Indian) Media: An Analysis of Trends and Implications for National Security

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How to cite this article: Mohan Singh Dhangar, Akriti Uppal, Neeta Rani, Surajbhan Sharma (2024) The Impact of Chinese Influence on Bhartiya (Indian) Media: An Analysis of Trends and Implications for National Security. *Library Progress International*, 44(3), 8210-8223.

ABSTRACT

China has lately grown more active in several fields, particularly the media, trying to affect Indian society in multiple ways. Aiming for national security and how these actions have affected the impartiality and independence of Indian media sources, this paper investigates the effects of Chinese intervention in Indian media. Using a mixed-methods approach, data was acquired from people comprising media professionals, academics, and military personnel. The paper emphasizes the various sophisticated strategies China employs, such as financial investments and narrative control to affect media coverage and public opinion in India. By means of an analysis of these developments, this research provides an awareness of the way Chinese intervention is altering the Indian media scene.

Keywords: India-China, Influence operation, Media, National Security, Strategic propaganda, Narrative building.

1. Introduction

Given the geopolitical backdrop of today, the relationship between China and India which stands out for both collaboration and conflict becomes the focal point of worldwide attention very relevant. Gradually extending around the globe, China's influence finds expression in the media among other fields. Using sophisticated story manipulation to meet Chinese tastes, direct investments, and content collaborations, clearly indicate this impact in India. Considered as the fourth pillar of democracy, the media is rather important for forming public opinion and the national debate. Thus, it has been described (Ji Deqiang, 2016) the important issues of information integrity, sovereignty, and national security are raised by the Chinese influence spilling into Bhartiya (Indian) media. Analyzing the policies, trends, and effects for national security, this research aims to explore the complex link between Chinese influence and Indian media. The study attempts to determine the kind and degree of Chinese influence over Indian media outlets by methods of ownership patterns, content distribution techniques, and digital media dynamics (Joshi, 2015). This presentation will also review certain case studies to highlight particular examples of public opinion and policy making influence. Maintaining national interests at a time when soft power and information warfare predominate worldwide events requires knowledge of the results of foreign influence. The efforts taken by Indian media organizations and government to counter this impact will also be assessed in this article so maintaining the integrity and independence of the media environment of that country. This article will provide a study of the interactions among media, foreign influence, and national security together with suggestions for researchers, media professionals, and legislators. The ultimate aim is to establish a media ecosystem able of opposing foreign pressures by means of knowledge and power, so preserving India's democratic values.

1.1 China and it's influential operations in Media:

A deliberate component of China's larger soft power aspirations, its influence on global media operations seeks to alter world views and narratives in support of its national goals. This is seen in direct investments in strategic international dissemination of Chinese media material, foreign media firms, and content partnerships. Much depends on state-owned companies like Xinhua News Agency and China Global Television Network (CGTN) in spreading Chinese views and creating stories fit for Beijing's geopolitical goals. Mathur (2020) has pointed out this impact in India by financial holdings in media companies, co-products, and syndication of Chinese media content which subtly adds pro-China points of view into the Indian media scene. Often avoiding established media gatekeepers, China's digital media strategy also reaches and involves a larger audience using social media channels and mobile apps. Part of this digital strategy are advanced techniques including coordinated disinformation operations meant to influence public opinion and discourage opposing ideas and algorithmic manipulation. It has been stated (Gang and Bandurski, 2021) China's influence is further enhanced by encouragement of links between media organizations in China's Belt and Road Initiative (BRI), especially India. Many of these alliances have content-sharing agreements enabling good coverage of Chinese policy and economic activities abound.

Furthermore, Chinese cultural organizations and educational initiatives help to present China in a positive way by so including its cultural and intellectual impact into other countries. This multifarious media approach poses significant concerns for national security since it can impact public opinion, political debate, and policy decisions in ways that support Chinese goals, therefore perhaps weakening the sovereignty and democratic integrity of the affected states. Maintaining the freedom and resilience of national media ecosystems and safeguarding democratic principles consequently depend on understanding of and remedy for China's media influence.

1.2 China's Influence in South Asia:

Under initiatives like the Belt and Road Initiative (BRI), China's impact in South Asia is especially clear-cut driven by geopolitical goals and financial aspirations. China has developed significant economic foothills in nations such as Pakistan, Sri Lanka, Nepal, and Bangladesh with large infrastructure, electricity, and telecoms investments. Showpiece project improving business ties in Pakistan called the China-Pakistan Economic Corridor (CPEC) highlights Islamabad's economic reliance on Beijing at the same time. Pal (2021) stated Similar debt resulting from port developments and Chinese infrastructure has resulted in Sri Lanka's dubious lease of the Hambantota Port to a Chinese business. China's technical developments in Nepal and Bangladesh as well as its infrastructure improvement increase its influence often at the price of long-standing Indian dominance in the area. China presents itself with military cooperation, cultural diplomacy, and political actions transcending just economic ones. It has been noted (Javaid, 2016) Usually with political and geopolitical undertones, China's engagement raises questions about sovereignty, economic reliance, and regional stability. Against the advantages of Chinese investments, South Asian nations must so carefully weigh the expected loss of their autonomy with the geopolitical consequences of too close proximity to Beijing.

1.3 Chinese influence on Taiwan's media:

Reflecting the larger general geopolitical challenges between the two nations, Chinese impact on Taiwan's media is a contentious and complex issue. Beijing's varied method to influence Taiwanese media involves political pressure, economic force, and digital manipulation. China exercises economic control over Taiwanese media outlets by means of large financial outlays and advertising money, therefore affecting self-censorship or the promotion of pro-Beijing narratives. Another strategy is political pressure; China threatens or compels Taiwanese media outlets and reporters into line with its point of view using its diplomatic and financial power. Advanced digital methods from China cyberattacks, disinformation campaigns, social media manipulation also aim to influence public opinion and election outcomes in Taiwan. Jiehmin (2020) pointed out that These projects under the "One China" strategy are supposed to undermine Taiwanese identity and promote reunion. This effect is important since it calls into doubt Taiwan's democratic processes and media independence, therefore creating a media environment in which critical voices might be marginalized and pro-Beijing opinions might take front stage. Consequently, Taiwan's media environment becomes a battlefield for information warfare in which maintaining journalistic integrity and independence determines whether the island's democratic values and

political autonomy can be preserved (Huang, 2020).

1.4 China's Media Interference is Going Global

China's media involvement highlights a developing worldwide trend by underlining its strategic goal to create world narratives and impose its soft power everywhere. Approaches of participation ranges from direct ownership positions in foreign media enterprises, strategic alliances, to the distribution of state-sponsored information via China Global Television Network (CGTN) and Xinhua News Agency. Onnis (2014) pointed out that Establishing content-sharing partnerships and buying financial interests helps China to increase editorial control, therefore supporting excellent coverage and preventing bad news. Based on sophisticated approaches including algorithmic manipulation, coordinated disinformation operations, and cyberattacks to influence public opinion and political discourse in target countries, China's digital strategy also a pillar of its foreign media activity is based on societal media platforms help to propagate pro-China ideas, especially those with significant West-based user bases, which fuels societal instability within nations.

China also uses its economic might under the Belt and Road Initiative (BRI) to disperse its media influence, thus fostering media cooperation among the nations of involvement and so advancing good stories about its policies and economic operations. Not limited to underdeveloped countries, this media manipulation influences established democracies as China aims to change public opinion and political outcomes to suit it (Weiss, 2019). Chinese cultural organizations, scholarly exchanges, pro-China attitudes brought in other countries, and expatriate populations enhance even more the media impact. Along with transgressions of democratic processes, national security, and the integrity of independent journalism, this global media incursion calls China's rising media presence to preserve their media ecosystems and uphold their sovereignty of their informational surrounds forces nations to acknowledge and stop these influence activities.

1.5 Chinese Interference in Bharatiya Media

Content partnerships, financial investments, and digital manipulation designed to shape public opinion and influence political discussion in India generate rising public anxiety over Chinese participation in Bharatiya (Indian) media. China actively affects editorial policy and content by means of smart financial investments in Indian media outlets, hence reflecting pro-Beijing narratives. Baig (2016) stated that Cooperation between Chinese and Indian media outlets helps in part to explain Chinese-produced content, which often features either implicit or explicit messaging in line with China's geopolitical objectives.

Furthermore, the digital sector provides the ideal forum for Chinese intervention with social media manipulation, smart disinformation operations, cyberattacks aimed to change public opinion and generate social unrest. Popular in India, Chinese apps and online platforms analyze user activities and operate as propaganda distribution tool, hence enhancing Beijing's influence into the Indian digital scene. Furthermore, rather significant is the Belt and Road Initiative (BRI), since China leverages its economic initiatives to foster media collaboration and positive coverage of its policies and operations. This diverse engagement compromises the integrity and freedom of India's media ecosystem, therefore influencing national security of that country. It runs the risk of shifting public opinion, which would affect election outcomes and hence compromise democratic procedures. Initiatives for Chinese cultural institutions and educational exchanges serve to firmly develop pro-China narratives in Indian culture, so progressively transforming attitudes and perceptions. India has to raise media literacy, strengthen its legal framework, and encourage resilience inside its media ecology if it is going to offset Chinese influence (Pal, 2021). India's media helps India to remain sovereign and to guarantee the free flow of objective knowledge, therefore enabling democratic integrity and defense of national interests against foreign meddling.

2. Review of literature

(Malik, 1995) studied "China-India Relations in the Post-Soviet Era: The Continuing Rivalry" and said that in 1993, China and India reached a peace agreement over the disputed Himalayan boundaries, aiming for mutual security. This marked a significant step forward in their strained relations since the 1950s. However, the improved relations between the two nations have not resolved all tensions. This essay examines the historical context of the current détente and contrasting perspectives on post-Cold War Asia's security landscape. It concludes that regional dominance and influence competition will persist in the 21st century.

(Scott, 2008) studied "Sino-Indian Security Predicaments for the Twenty-First Century" and said that the article

explores the security challenges affecting the relationship between China and India, including territorial disputes, nuclear arms race, energy and economic issues, and uncertain future. It uses international relations theory to analyze the strength-to-threat ratio and balance of threat.

(Singh, 2008) studied “India–China Relations: Perception, Problems, Potential” and said that the world's attention is shifting towards China and India, two rapidly developing economies. Their complex relationship impacts the international system globally. Despite tensions due to shared history, they are working together to learn and avoid problems. To maintain communication and avoid further issues, they should indigenous their collaborative research and policymaking, considering external factors’ influence on their relationship.

(Singh, 2012) studied “How to Tame Your Dragon: An Evaluation of India's Foreign Policy Toward China” and said that Over the past 60 years, India and China have varying relations, with China responding to India’s strategies in its conflict with China. Since 2007, China’s foreign policy has shifted, particularly in the Arunachal Pradesh and Ladakh provinces. China’s denial of legitimacy and military incursions are seen as an extension of its new strategy for border issues. The essay presents various policy options for India to respond to China’s new approach along the Sino-Indian border.

(Raja, 2015) studied “India’s Naval Strategy and Asian Security” and said that This chapter discusses the potential shift in Sino-Indian relations from land-based issues to overlapping maritime excursions as the new normal. Drawing on extensive research on naval modernization in the Indo-Pacific region, it explores the reasons behind this new normal and suggests ways to strengthen naval cooperation between China and India. The chapter suggests that the long-standing land-based Sino-Indian security dilemma may soon shift to maritime aspects.

(Ratha & Mahapatra, 2015) studied “Recasting Sino-Indian Relations: Towards a Closer Development Partnership” and said that Sino-Indian relations have been influenced by internal and external factors, including concerns about friendship and national interests. The change in leadership presents an opportunity for revitalization, with mutual economic gains and strategic concerns improving. The two nations are working towards inclusive growth through cultural, economic, commercial, and border-related projects, with the ultimate goal of helping their people and the world.

(Lu, 2017) studied “Looking Beyond the Border: The Sino-Indian Border Dispute and Sino-Indian Relations” and said that The Sino-Indian border dispute, a complex issue involving border trade and the Qinghai-Tibet Railway, has strained the relationship between China and India, with no clear winner or loser. Enhancing mutual trust is crucial for a healthy relationship.

(Anjum, Abbas & Shoaib, 2019) studied “Indochina rapprochement: its impacts on regional security of south Asia” and said that China and India are shifting their geostrategic and security stances, viewing each other as potential opportunities rather than threats. This research examines the security, military, and conflict dynamics in the region, focusing on India’s new “Look East” policy agreement. It also examines the effects of the rapprochement policy on regional security and instability, using Barry Buzan’s Regional Security Complex Theory.

(Feng, 2019) studied “New Trend in the Construction of “Indo-Pacific” and Its Impact on South Asia” and said that the concept of “Indo-Pacific” has been developing since 2017, with signs of reaching strategic levels and deployment. The US, China, and India have reshaped international relations, leading to increased bilateral defense cooperation and a decline in Sino-Indian relations. This has impacted South Asia, enhanced its strategic position but deepened the power imbalance. “The New South Asia Strategy of the Trump Administration may further tear South Asia from security strategies, while India’s tough South Asian Policy may deteriorate international isolation and hinder China’s efforts to promote economic integration and regional stability in the region”.

(Gong, 2020) studied “Non-traditional security cooperation between China and south-east Asia: implications for Indo-Pacific geopolitics” and said that In response to China's expanding influence in Asia, the United States advocates for the "free and open Indo-Pacific" (FOIP) policy. Through economic statecraft and non-traditional security (NTS), Beijing hopes to strengthen its ties to Southeast Asia and improve its standing in the region's rivalry. Cooperation on NTS could keep China's geopolitical position stable, but it won't do anything to boost its strategic influence. What this indicates is that while Beijing might try to stop ASEAN nations from backing the Indo-Pacific concept, they might not stop them from backing some parts of FOIP.

(Kaura, 2020) studied “Rising powers or bitter frenemies? India-China relations in the 21st century?” and said that This study examines India's struggle to establish a stable relationship with China, focusing on China's expanding power and influence on Sino-Indian relations. It uses qualitative analysis of secondary literature to

understand the dynamics of the relationship. The study suggests that India needs to confront China's efforts to create a new Asian order and counter China's military footprint in the Indian Ocean and South Asia. Understanding the dynamics of bilateral ties can help India prepare effective remedies and reduce stress.

(Pradhan & Bindura, 2021) studied "Resolution of Conflicts Through Negotiated Settlement And CBM: A Case Study of Indo-China Border Dispute" and said that Confidence Building Measures (CBMs) have been crucial in resolving disputes between India and China since the 1950s. These measures aim to increase mutual confidentiality, reduce miscommunication, and express a friendly attitude. This study aims to analyze the positive and negative CBMs between the two countries and identify factors that hinder their resolution. The primary objective is to examine the role of CBMs in shaping disputes.

(Sangroula, 2021) studied "Seven Decades of Indo-Nepal Relations: A Critical Review of Nehruvian-Colonial Legacy, Trilateralism as a Way Forward" and said that Nepal, an Asian nation with a rich history dating back to 1700 BC, has a complex relationship with India, influenced by factors like the 1950 Peace and Friendship Treaty, Indian claims about China, and geopolitics, and argues for a shift in India's foreign policy towards Nepal.

(Jabeen, 2022) studied "The Conundrum of India-China Relationship During Modi -Xi Jinping Era" and said that India and China have a long-standing antagonistic relationship since the 1950s, with China surpassing India in economic expansion. Despite trade, they participate in international organizations like the Shanghai Cooperation Organization and ASEAN Regional Forum. Border disputes, fueled by China's territorial gains in Nepal, Sri Lanka, the Maldives, and Bangladesh, pose a potential conflict. This could be a last chance for cooperation or a new phase of rivalry.

3. Research Questions

- Does China exert influence over the Indian media through their intelligence agencies by promoting their ideological propaganda?
- Does Chinese propaganda have an impact on India's national security?

4. Research Methodology:

The initiative aims to look at how much and how differently Chinese influence Indian media as well as how this might compromise national security. Comprising data obtained from 100 respondents including academics, media professionals, and military personnel the structured questionnaire consisted in six questions aimed to assess attitudes regarding Chinese influence using a quantitative approach. About the impact of Chinese investments, the frequency of pro-China narratives, the influence of Chinese internet platforms, awareness of Chinese cultural institutions, the perceived national security concern, and the efficacy of Indian regulatory measures, respondents were asked. Data statistical study was done to provide insight on these points of view and their larger implications.

5. Hypothesis

H1: Chinese is utilizing media networks to disseminate ideological propaganda with the aim of influencing India's security landscape.

6. Data Analysis

6.1 Does the News Media provide a balanced perspective on Chinese affairs?

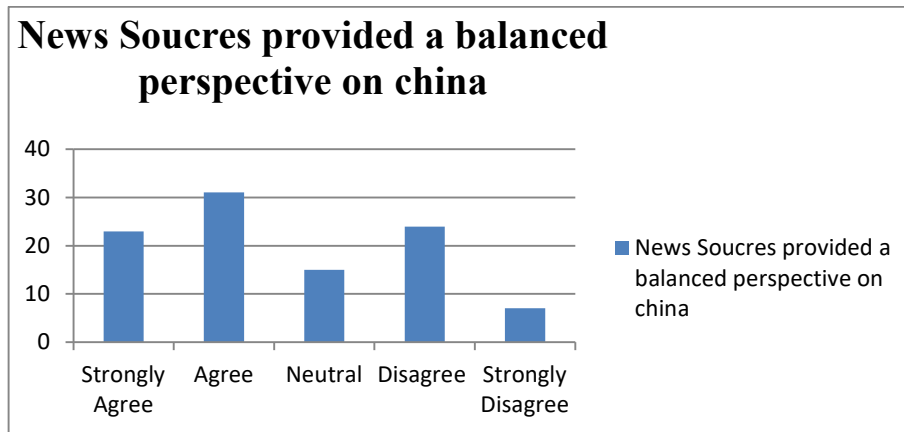


Figure 1: News Sources and Perspective on China

The responses indicate a divided opinion on whether the news media in India provides a balanced perspective on Chinese affairs. While 54% (23% Strongly Agree and 31% Agree) believe the media does provide a balanced perspective, a significant portion, 31%, disagrees. This suggests that there is a perception among a notable number of respondents that the media may not be presenting a completely balanced view of Chinese affairs. This division in perception highlights the need for further scrutiny of media practices regarding coverage of China.

6.2 Do you believe Chinese ideology influence exists in Indian media?

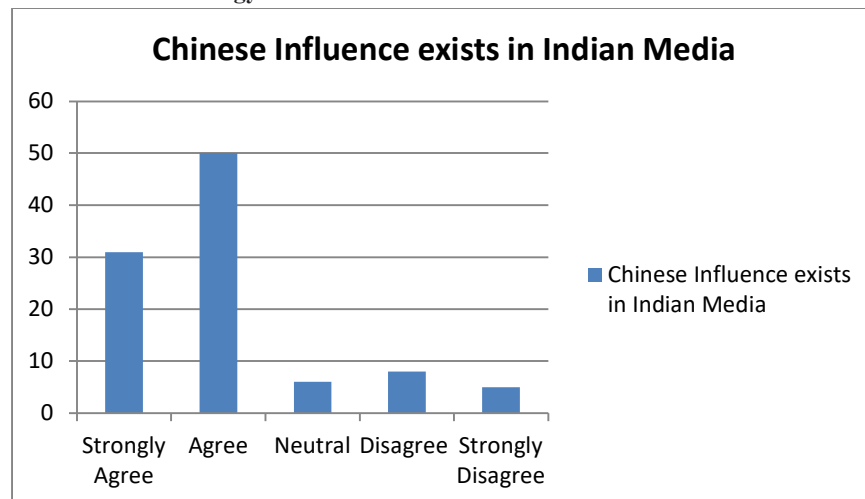


Figure 2: Chinese Influence Exists in Indian Media

A significant majority, 81% (31% Strongly Agree and 50% Agree), believe that Chinese ideology influences Indian media. This strong consensus suggests that there is a widespread perception of Chinese ideological influence within the Indian media landscape. Only a small fraction of respondents (13%) disagrees with this notion, indicating that the perceived presence of Chinese influence is a concern for most respondents.

6.3 Chinese influence on Indian media poses a threat to national security?

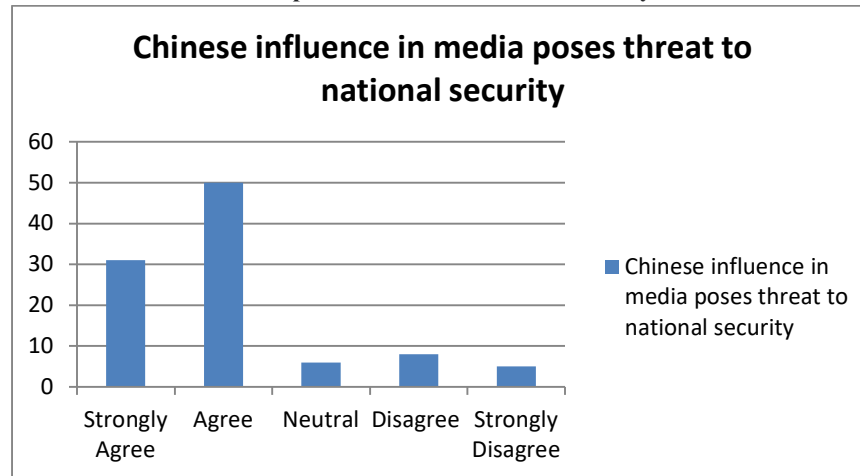


Figure 3: Chinese Influence Threat to National Security

Similar to the previous question, 81% (31% Strongly Agree and 50% Agree) of respondents believe that Chinese influence on Indian media poses a threat to national security. This strong agreement reflects a significant concern among respondents regarding the implications of Chinese media influence on national security. The consistency between this response and the belief in Chinese ideological influence underscores the perceived severity of the threat.

6.4 Level of concern raised about the potential implications of Chinese influence in Indian media on military operations and security?

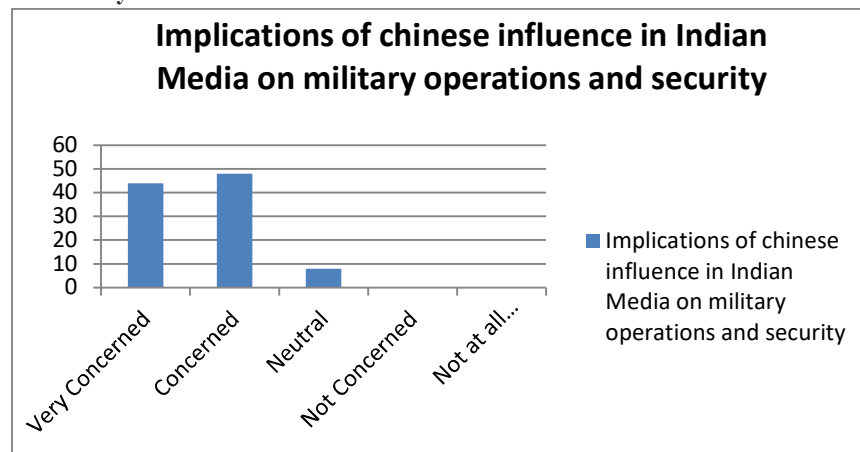


Figure 4: Implications on Military operations and Security

An overwhelming majority, 92% (44% Very Concerned and 48% Concerned), express concern about the potential implications of Chinese influence in Indian media on military operations and security. The absence of any respondents who are "Not Concerned" or "Not at all Concerned" highlights the high level of apprehension regarding this issue. This indicates that the perceived threat is not only significant but also broadly recognized among respondents.

6.5 Importance of implementing specific actions or policies to address concerns about Chinese influence on Indian media from a military standpoint?

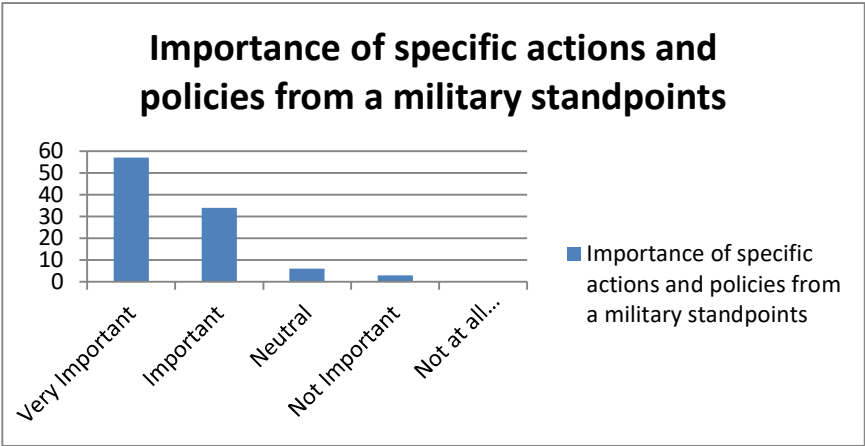


Figure 5: Importance of specific actions and policies from a military standpoint

A vast majority, 91% (57% Very Important and 34% Important), believe it is important to implement specific actions or policies to address concerns about Chinese influence on Indian media from a military standpoint. This strong consensus underscores the urgency and necessity of strategic measures to mitigate the perceived threat. The low percentage of respondents who are Neutral or Not at all important (9%) suggests that most respondents see clear and immediate value in taking action.

6.6 The potential effectiveness of collaboration between the armed forces and media organizations to counter Chinese influence?

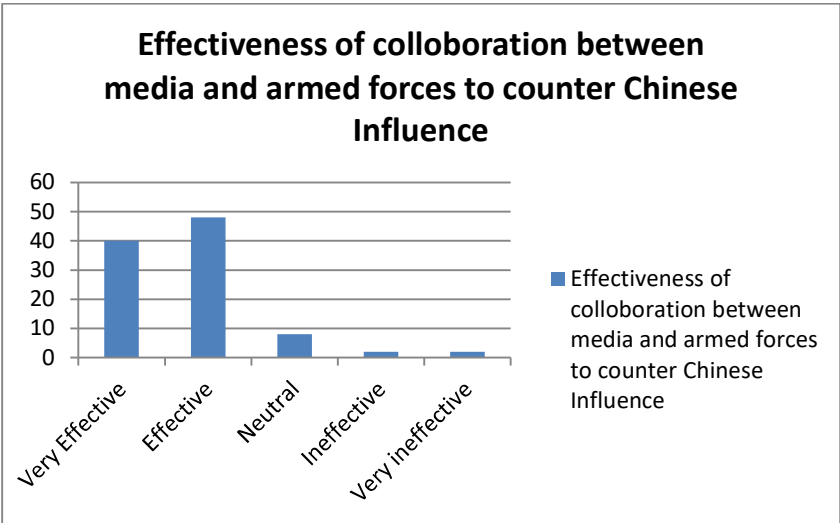


Figure 6: Collaboration between Media and Armed Forces to Counter Influence

A significant majority, 88% (40% Very Effective and 48% Effective), perceive collaboration between the armed forces and media organizations as an effective strategy to counter Chinese influence. This suggests a strong belief in the potential benefits of a collaborative approach. The relatively low percentage of respondents who view such collaboration as ineffective (4%) further emphasizes the confidence in this strategy as a viable solution.

7. Hypothesis Testing:**Table 1: Model Summary by using SPSS Tool**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 ^a	.328	.269	.89587
a. Predictors: (Constant), Effectiveness of Collaboration between Armed forces and Media Org., Frequency of access to basic News, Concern over the potential implication of Chinese influence on military operations , News sources provide a balanced perspective on Chinese affairs, Chinese Influence as Threat to National Security, Importance of awareness of Chinese Influence for Military Personnels, Importance of Policies and specific actions to address Chinese Influence, Potential implication of Chinese influence in Indian media for the Armed Forces				
b. Dependent Variable: Chinese influence on Indian Media				

The model summary indicates that the predictors—effectiveness of collaboration between armed forces and media organizations, frequency of access to basic news, concern over the potential implications of Chinese influence on military operations, balanced perspectives in news sources on Chinese affairs, perception of Chinese influence as a national security threat, importance of awareness of Chinese influence for military personnel, importance of policies and specific actions to address Chinese influence, and the potential implications of Chinese influence on the armed forces—collectively explain 32.8% of the variance in the dependent variable, which is the perceived Chinese influence on Indian media ($R^2 = .328$). The adjusted R^2 value of .269 suggests that when adjusting for the number of predictors, 26.9% of the variance is explained. The standard error of the estimate is .89587, indicating the average distance that the observed values fall from the regression line. Overall, the model shows a moderate level of prediction for the impact of Chinese influence on Indian media based on the identified predictors.

Table 2: ANOVA Testing by using SPSS Tool

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.715	8	4.464	5.563	.000 ^b
	Residual	73.035	91	.803		
	Total	108.750	99			
a. Dependent Variable: Chinese influence on Indian Media						
b. Predictors: (Constant), Effectiveness of Collaboration between Armed forces and Media Org., Frequency of access to basic News, Concern over the potential implication of Chinese influence on military operations , News sources provide a balanced perspective on Chinese affairs, Chinese Influence as Threat to National Security, Importance of awareness of Chinese Influence for Military Personnels, Importance of Policies and specific actions to address Chinese Influence, Potential implication of Chinese influence in Indian media for the Armed Forces						

The ANOVA table for the model examining the impact of Chinese influence on Indian media indicates that the regression model is statistically significant. The sum of squares for the regression is 35.715 with 8 degrees of freedom, resulting in a mean square of 4.464. The residual sum of squares is 73.035 with 91 degrees of freedom, leading to a mean square of 0.803. The F-statistic is 5.563, and the significance level (Sig.) is .000, which is less than the conventional alpha level of 0.05. This indicates that the overall model is significant and that the predictors collectively have a statistically significant effect on the perceived Chinese influence on Indian media.

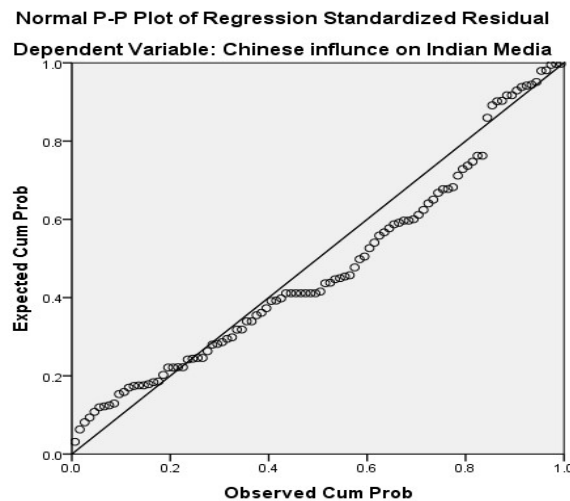


Figure 7: Regression graph by using SPSS tool

8. Results & Implications:

Research Questions:

I. Does China exert influence over the Indian media through their intelligence agencies by promoting their ideological propaganda?

The results indicate that a significant majority (81% - combining Strongly Agree and Agree) believe that Chinese ideology influences Indian media. This supports the research question by suggesting that there is a prevalent perception of Chinese ideological influence in Indian media.

II. Does Chinese propaganda have an impact on India's national security?

A substantial portion of respondents (81% - combining Strongly Agree and Agree) believe that Chinese influence in media poses a threat to national security. Furthermore, 92% (combining Very Concerned and Concerned) express concern about the implications of Chinese influence on military operations and security. This strongly supports the notion that Chinese propaganda is perceived as impacting India's national security.

Hypothesis

H1. China is utilizing media networks to disseminate ideological propaganda with the aim of influencing India's security landscape.

The survey results show strong agreement (81% for ideological influence and posing a threat to national security) that Chinese influence is both present in Indian media and poses a national security threat. Additionally, the high concern regarding the implications on military operations (92%) and the importance of specific actions or policies (91% - combining Very Important and Important) further validate the hypothesis. The perceived effectiveness of collaboration between the armed forces and media organizations (88% - combining Very Effective and Effective) also underscores the need for strategic measures to counteract this influence.

Implications

I. Balanced Perspective on Chinese Affairs:

The study reveals that 54% of respondents hold the belief that Indian media provides an impartial viewpoint on Chinese events. However, a notable 31% of respondents disagree with this assertion. The existence of a diverse array of viewpoints indicates that numerous viewers and readers see the coverage of China-related issues to be biased or lacking in completeness. One plausible explanation for this image is the confluence of media ownership, editorial policies driven by financial links, and the effect of external forces and geopolitical dynamics, all of which contribute to this perception. Due to this discrepancy in perception, it is necessary to conduct a comprehensive evaluation of the editorial standards and protocols of the media. News organizations must ensure that their coverage of China and other global issues is comprehensive, unbiased, and subject to public criticism. To achieve this goal, it is essential to declare any possible conflicts of interest, ensure fair representation of diverse

perspectives, and gather information from several sources. In addition, the development of media literacy programs can equip consumers to critically analyze news information and identify biased reporting.

II. Perceived Chinese Ideological Influence:

The poll highlights a big issue with foreign interference since a noteworthy 81 percent of respondents believe that Chinese philosophy influences Indian media. Based on this general agreement, many individuals are aware of the penetration of Chinese narratives and propaganda in Indian media platforms and show concern about this event. This point of view has the ability to erode media credibility and generate questions about the integrity and autonomy of journalism all throughout India. Implementing both legislative and educational policies is absolutely necessary to sufficiently handle this problem. Improving regulations that oversee and control foreign media industry investments helps to prevent excessive influence. Journalistic groups also have to give editorial freedom first priority and aggressively oppose outside influence. Maintaining journalistic ethics and values is absolutely essential, as is creating training courses to enable reporters to spot and neutralize foreign propaganda. Public awareness initiatives support in educating people on the indicators and risks connected to media manipulation.

III. National Security Threat:

Among these, considerable concerns are raised by the fact that 81% of the respondents totally feel that the influence of China on Indian media poses a threat to the national security of the country. This congruence of opinions shows a remarkable level of awareness and concern on the prospective impact of foreign media on national security. It emphasizes the potential danger stories under control by foreign organizations in the media could affect public opinion, governmental decisions, and general national stability. Reacting to this claimed threat, the media and government have to act fast and in unison. Policymakers should design plans to monitor and offset the influence of foreign players in the media for the advantage of national security preservation. Among these strategies ought to be legal ones. Media companies should closely collaborate with their particular security agencies to understand the implications of their content and ensure that their coverage does not mistakenly jeopardize national security. Two important projects that have to be done to lower this danger are clear rules for covering delicate topics and the growth of an ethical journalism culture.

IV. Implications for Military Operations:

The great majority of respondents 92% have expressed worries on the likely impact of Chinese influence on Indian media for military operations and security. The considerable degree of attention paid reflects the perceived seriousness and immediacy of the threat given by media stories created by foreign sources. Lack of comments expressing “Not Concerned” or “Not at least Concerned” indicates a general knowledge of the numerous risks to military strategy and operational security. Regarding these problems, the military has to develop comprehensive plans to manage media relations and combat foreign propaganda so as to handle them. Included in this are the strengthening of close relationships with media sources, the provision of accurate and timely information to stop the spread of misleading information, and the teaching of military personnel in media literacy and strategic communication. Through coordinated efforts between the military and the media, one may ensure that coverage of matters concerning Defense and security is honest, responsible, and free from any influence from outside sources.

V. Policy Implementation:

From a military perspective, the great majority of respondents 91% believe that specific steps or policies must be implemented to solve issues related to the prospect of Chinese influence on Indian media. This general consensus makes it very evident that strategic steps are not just desperately needed but also absolutely important to lower the supposed threat. Given only nine percent of respondents are neutral or disagree with the statement, most of them clearly and immediately appreciate taking part in the activity. Policymakers should give the formulation and execution of rules top attention so as to limit the impact of foreign entities on the media. This entails acting to guarantee editorial freedom, track foreign capital, and advance media outlet ownership openness. Completely necessary is the creation of regulatory bodies in charge of observing media behavior and guaranteeing adherence to national security standards. Rules should also be created to support investigative journalism and protect shield reporters from outside world pressures thereby ensuring a free and independent press.

VI. Collaboration Effectiveness:

Based on a great majority of respondents (88 percent), one of the best ways to challenge China's influence is the cooperation between the armed services and media outlets. Given this strong conviction about the possible advantages of a cooperative approach, it is crucial to underline the need of group actions in opposing impact from foreign media. Further proof that faith in this approach is justified comes from the fact that just four percent of respondents think that such cooperation is useless. By means of official cooperation between the military services and media organizations, one can increase the efficacy of the battle against foreign influence. Among the several ways this cooperation can be used to ensure that media reporting is accurate and in line with national security objectives are regular briefings, information sharing, and cooperative training programs. Using a unified communication approach might help to lessen the consequences of foreign country propaganda and misinformation. Furthermore, the development of a trusting culture between the military and the media could help to increase the general resilience of the national security architecture.

VII. Implications on Bhartiya (Indian) media:

Chinese involvement in Bhartiya (Indian) media for public opinion and national security influences sovereignty, democratic integrity, and social cohesiveness of the country therefore jeopardizing it. Fundamentally, this participation is predicated on China's deliberate use of economic investments and partnerships with Indian media organizations, which enables Beijing to exercise editorial control and push narratives congruent with its geopolitical interests. Such pro-China points of view and downplaying of important concepts on sensitive problems including border conflicts, human rights, and dynamics of regional security help to let this subtle but consistent effect shape public opinion. Given Chinese-owned social media platforms and apps operating as effective weapon for spreading misleading information and influencing public opinion shape, the digital environment begs issues. By means of modern technologies like algorithmic bias, coordinated misinformation operations, and cyber-attacks, China may affect public opinion, create social divisions, and weaken faith in democratic institutions. Fake news and false information could aggravate community tensions, affect election results, and compromise the foundation of Indian democracy. Furthermore, incorporating Chinese technology into India's digital infrastructure exposes critical information and systems that might be compromised, therefore posing cybersecurity issues. Encouragement of media alliances supporting exceptional coverage of Chinese projects and policies will allow China's soft power and economic influence in India to be improved and this picture will be even more complex with the Belt and Road Initiative (BRI).

By undermining the freedom of its media, so influencing the integrity of public discussion, and so exposing weaknesses in its informational and digital ecosystems, these efforts together endanger India's national security. Moreover, Chinese cultural institutions and educational projects help to gradually change public opinion, therefore supporting a more favorable view of China and its global aspirations. India has to establish robust policies controlling foreign influence in its media business, increase media literacy to let people review content, and build cybersecurity systems to safeguard its digital infrastructure if it is to transcend these challenges. Against outside manipulation and meddling, India can defend its democratic values, guarantee the free flow of objective knowledge, and save the faith and trust of its people.

9. Conclusion

Emphasizing how Chinese influence on Indian media affects national security, the paper reveals grave problems about it. Regarding the degree of the issue, there is a broad consensus: 81% of respondents saw Chinese ideological influence as a threat to national security and 81% of them perceive this as such. Moreover, 91% of respondents emphasize the need of some actions or policies to address these problems, while 92% express concern about the effects of military operations. The findings draw attention to the need of robust policy measures like editorial freedom assurance and rule strengthening on foreign media investments. According to 88% of respondents, collaboration between the military forces and media outlets is considered as a successful technique stressing the probable advantages of group efforts in combating foreign influence. The study also underlines how important media literacy campaigns are in helping the people to spot and minimize biased reporting. Chinese interests generally affect Indian media in a way that presents a difficult issue requiring proactive government, strategic cooperation, and more awareness to protect the credibility and independence of Indian media and so

guarantee national security.

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