Peaceful POWER? Or China Threat? Interpreting the "Symbolic Reality" of Chinese Military Parade

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Abstract—Chinese Military Parade on September 3, 2015 in Beijing's Tiananmen Square caused fierce discussions around the global media platforms. Complex symbolic realities were constructed from different political, historical and cultural backgrounds. Based on symbolic convergence theory, this study applied the rhetorical method of fantasy theme analysis to map the rhetorical visions and the value systems. This study analyzed three different online forums: the internet forum in mainland China, the overseas Chinese online forum, and the mainstream English online forums. The results showed that, the overseas Chinese online forum and internet forum in mainland China emerged the similar rhetorical visions, which rooted in the value system "Nationalism"; the overseas Chinese online forum presented Orientalist fantasy and Anti-Orientalist criticism. The subjective landscape "Set up the prestige for the leaders", which was affected by the "Pragmatism" value, proved to be the most influential and shared fantasy all around the world. The English online forums condemned the 9.3 military parade with "Orientalism" rhetorical visions. The positive "Nationalism" fantasy from Chinese mainland online forum cannot affect the subjective landscapes of citizens from the western countries.

Index Terms—9.3 Chinese big military parade, international communication, symbolic convergence theory, fantasy theme analysis, rhetoric vision.

I. INTRODUCTION

China held a big military parade on September 3, 2015 in Beijing's Tiananmen Square to mark the 70th anniversary of Japan's surrender to Allied powers and the end of World War II. The parade leaded to fierce debates not only in Chinese domestic media but also in overseas Chinese and English media.

President Xi Jinping in his opening speech paid tribute to the Chinese people who unwaveringly fought hard and defeated aggression from Japan. He also claimed that he would cut the People's Liberation Army 300,000 personnel, and this move was expected to be finished by 2017. It showed that Xi wanted to show China's peaceful development. China's growing military power is being keenly watched amid regional tensions. During this period, China has several territorial disputes with neighbors in the South China Sea, as well as with Japan in the East China Sea. The event was so influential that major Chinese and overseas media platforms burst into chaos.

The citizens who concentrated on the issue are from different cultural contexts, and they expressed their opinions on the online forum platform, which they can easily access.

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As Bormann [1] illustrated that, "communication constructs reality". Various symbolic realities concerning the 9.3 military parades were completely constructed by people from different countries, nations, and cultural contexts. It provided a good chance for researchers to interpret the collectively subjective symbolic landscape which were presented among the online forum platforms and figure out the group consciousness chained out during the global discussion.

The discussion in the online community is a form of group communication, where symbolic convergence emerges. This study focused on the different online forums not only from English media, Chinese mainland media but also from independent overseas Chinese media. This study comprehensively applied the rhetorical method of fantasy theme analysis to analyze the media texts from all the posts from online forums. It is a new trend to applying fantasy theme analysis in online discussion research, and also a new exploration in symbolic convergence theory study. Besides, as few studies applied the fantasy theme analysis under different cultural contexts, especially under Chinese cultural context. Few studies were conducted across different media platforms, this study tried to bridge the research gaps. Based on the theoretical generality of symbolic convergence theory, this study tried to apply and test the fantasy theme analysis in mapping the intercultural, international and multimedia symbolic landscapes on a controversy topic.

II. LITERATURE REVIEW

A. Symbolic Reality

Bormann's symbolic convergence theory has a valuable social meaning. It is very useful for explaining group cohesiveness to share consciousness by analyzing media message, especially for fantasy themes. The theory defined symbolic reality as the sum of all the symbols constituting the thinking and communication of human beings, including languages, texts, images, orientations, perspectives, worldviews, and ideologies, etc. Human beings are born "fantasizer", who will consciously or unconsciously "fantasize" rationalized sensible interpretations to construct the symbolic reality of new things. The word "fantasy" in symbolic convergence theory means the shared interpretation of events that satisfy the rhetorical or psychological needs of a group [2]. Unlike conventional understanding of fantasy, which would be a sense of a dreamlike unreality, fantasies are account for past or envisioned future events that work to simplify social reality [3]. There is empirical evidence that people will share fantasies of a certain kind of communicative interaction [4].

The symbolic interpretation of new events is deriving from the value system (the landscape of subjectivity) rooted in

mind. The meaning system of different civilization and culture is represented as certain discourse, ideology and value with historical and cultural roots. Symbolic interpretation is the imaginative reconstruction of new things by utilizing the symbols in the meaning system.

B. Fantasy Theme Analysis

This study used fantasy theme analysis to map symbolic convergence, which focused on the setting, the characters, their actions and how they combine to create a common, coherent vision of reality [5]. Setting theme is the place or scene of the drama; Character theme is a description of the actors; Action theme can be called the plotline, which is the behavior of the drama's characters; Sanction Agent interprets the rhetoric drama [6]. People in the group express themselves symbolically to each other, share and communicate with each other. This communication process creates convergence or understanding, and a sort of reality for members. Through sharing a common experience, convergence can be enacted by members.

Fantasy theme analysis uses the fantasy theme as the unit of analysis. Fantasy theme is perhaps best described as "a story that accounts for the group's experience and that is the reality of the participants" [7]. "A fantasy" in the context of symbolic convergence theory refers to the imaginative interpretation of events. A fantasy theme is the verbal or nonverbal communicative method through which a representation and interpretation of reality appears [8]. The theory aims to show how symbols create a cohesive discourse. Participants and audiences can creatively structure a shared "rhetorical vision" based on the discourse. The past, present, and future events can be interpreted and imagined.

"Fantasy theme analysis focuses on the formation of group consciousness during the symbolic interaction of Internet group members, especially good at describing the dynamic changing tendency of public opinions and interpreting the shared symbolic reality, which proves to be effective in the research of online group communication in the Internet communities" [9]. Cai Hongbin [10] verified the feasibility of applying the fantasy theme analysis in studying online communities, "it could forecast the commonly constructed fantasy world on certain topics in a certain time by certain Internet user". Xiao & Wu [11] interpreted the subjective landscape and values systems of Southeast netizens in studying the fantasy themes and rhetorical visions of Beijing Olympic Games.

C. Research Questions

Based on symbolic convergence theory, this study raised the following research questions.

Q1: What fantasy theme and fantasy types are constructed by Chinese Internet forum, overseas Chinese Internet forum, and English Internet forum respectively?

Q2: What rhetorical visions are presented through the convergence of the fantasy themes and fantasy types in each media platform?

Q3: What relationship among them can be identified behind the rhetorical visions constructed by those media?

III. RESEARCH METHODOLOGY

The study identified and refined the fantasy themes by checking each keyword and key sentence, then integrated the fantasy themes, which have similar lot lines or sanction agent into a fantasy type. Then the study designed to illustrate the interpretation of fantasy themes, fantasy types and rhetorical visions in two parts: symbolic reality in Chinese media platforms and symbolic reality in English media platforms. By interpreting the symbolic realities of the two parts respectively, the study then combined the two parts together for a comprehensive analysis of the similarities and differences between two language-based media platforms, and among three types of media platforms. The relationship among symbolic reality, media type, media language, and value system was mapped and explained.

A. Sample Collection

Data collection has been done through the three online media platforms, which including Internet forum in mainland of China, overseas Chinese Internet forum, and online forums in the USA. The study applied a purposive sampling method to select representative and influential media as the source of text samples for analysis.

The time panel of sampling was from September 3, 2015, the time when the big military parade held in Beijing, to December 2015, the time when this study began. In each online media platform, this study collected all the posts in forums. The study uses the searching function of the websites to collect the original data, and then filter out those irrelevant to the topic and unclear to identify. Finally, the study selected 275 posts from Internet forum in Mainland of China, 268 posts from overseas Chinese Internet forum and 206 posts from two English Internet forums.

TABLE I: DATA DESCRIPTION

Media	Type	Media Name	Samples	No
Chinese Media Platforms	Chinese mainland online forum	Tianya Forum	Each post	275
	Chinese overseas online forum	Wenxue City Forum	Each post	268
English Media platforms	English internet forums	The Huffington Post	Each post	68
	English internet forums	Message Board of New York Times	Each post	138

B. Sample Description

Tian Ya Internet Forum

Tian Ya internet forum is one of the most influential Chinese online communities founded in mainland China, which has more than 85 million registered users and many Internet celebrities. As many online network opinion events happened in this forum, which always drew Chinese netizens' attention. The study selected it to represent the civil online forum in mainland of China.

Wenxue City Chinese Forum

Wenxue city Chinese forum is one of the most famous, influential, and popular independent Chinese internet forums in the overseas Chinese community. The two sub-forums "Comments on Current Issues" and "My China" were selected for the study because of the fierce discussion on the topic of Big Military Parade. The messages which were

selected from *Wenxue City Chinese Forum* stand for the voices from the overseas Chinese community.

Message Board of New York Times

New York Times from the USA has high authority and great influence in western countries. It is always seen as the agenda setter for the western media. So, the online message boards of *New York Times,* which focused on the topic, were selected to study the comments of English language based citizens.

The Huffington Post

The Huffington Post is one of the most famous news blog websites, which provides combined services of original reports and news. Based on the *Alexa global traffic* Rank and *U.S. Traffic* Rank, the Huffington Post rank first on the 15 Most Popular Political Sites list by ebizMBA. Therefore, the study also chose the Huffington Post as the English platform source for indicating the online audiences' attitudes towards the 9.3 Military Parades.

C. Operationalization of Fantasy Theme Analysis

This study checked each keyword and key sentence to recognize the "chained out" fantasy themes and rhetorical vision. The steps as following:

1) Read the text carefully, and find the dramatic words that stimulating readers' imaginations and sentences of author's subjective interpretation, then record them down;

2) Find the similar settings, characters, plot lines and sanction agents, which appear frequently in the keywords and key sentences, then refine the fantasy theme. In this process, Bormann specified how to find each element:

   a) Characters: Are there heroes to root for and villains to despise?

   b) Plot lines: Do characters' act in a way which is consistent with the rhetorical vision?

   c) Scene: How do descriptions of time and place increase the drama's impact?

   d) Sanctioning agent: Who or what legitimates the rhetorical vision?

3) Integrate the fantasy themes which have similar plot lines or sanction agent to a fantasy type;

4) Figure out whether there are inner correlations among the fantasy themes and fantasy types, and interpret the rhetorical visions which are constructed by those correlated fantasy themes and fantasy types.

IV. RESEARCH RESULTS

A. Symbolic Reality in Online Forum Platform

1) Fantasy Type: To show the power of maintaining peace （展現維護和平的力量）

When compared with the former 14 times military parades since new China's founding, Chinese 9.3 Big Military Parade in 2015 was of the highest degree of military internationalization. The modern military equipment's level highlights the Chinese prosperity. Totally different from the Chinese backward situation during the World War II, China is enough to safeguard the country. It is the symbol of China's rise, national rejuvenation. This fantasy type is rooted in Chinese rise's history since World War II, which represents the historical national consciousness of pursuing China rejuvenation and catching up with advanced science and military technology.

a) Fantasy theme: The chinese dream for nation rejuvenation (民族復興的中國夢)

This fantasy theme meat that 9.3 Big Military Parade was the symbol of Chinese nation rejuvenation. The fantasy theme of "nation rejuvenation" told a story of Chinese nation in the various settings of World War II and contemporary world. It was also a story about that Chinese nation fell behind and be invaded during the World War II, but now is rejuvenated as the extravagant military parade. "We are strong now (長志氣)", "China's rise (中國崛起)", "Chinese dream（中國夢）", etc. are the symbols of this fantasy theme.

TABLE II: FANTASY THEME: THE CHINESE DREAM FOR NATION REJUVENATION

Setting	Character	Plotline
World War II	China	Facing the danger of national subjugation and genocide（面临亡国灭族的危险） Weapons and equipment backward（武器装备落后） Invaded by Japan（被日本侵略）
Contempo rary world	China	China's rise（中国崛起） Strong military power（军事实力强大） Rising international influential power（不断提升的国际影响）

b) Fantasy Theme: Powerful and civilized troops (威武文明之师)

During the World War II, with the backward military equipment, Chinese troops were passively unable to resist Japan's invasion. But now thousands of troops stood arrayed at perfect, and they hushed attention around Tiananmen Square. It showed China's growing military strength. The fantasy theme "powerful and civilized troops" depicted the prosperity of the country and the powerful strength of Chinese troops. Besides, to underline China's position that its rise was peaceful and posed no threat to neighbors, Xi pledged to cut 300,000 troops from the 2.3 million strong People's Liberation Army, the world's largest standing military. It represented that China was committed to peaceful development. China has civilized troops and China will not seek expansion.

TABLE III: FANTASY THEME: POWERFUL AND CIVILIZED TROOPS

Setting	Character	Plotline
World War II	Chinese troops	Passively resist（消极抵抗） Unable（无力抗争） Being bullied（被欺辱）
Contemporary world	Chairman Xi Jinping	Cut troops without precedent to show China has "no threaten"（史无前例的大裁军来表达中国"无威胁"）
Contemporary world	Chinese troops	Powerful strength（强大的实力） Unprecedented momentum（前所未有的气势） Advanced military equipment（先进的装备） Cherishing civilization and peace（珍爱文明与和平）

c) Fantasy Theme: Set up the prestige for the leaders (為領導人立威)

Since World War II, China never hold the military parade to mark the victory of Chinese people's resistance against Japanese aggression. The key symbols "offend" "be afraid of Japan" indicated that the Chinese government was afraid of offending Japan, the leaders of China showed a little prestige to the world. However, in 9.3 Big Military Parade, tanks, missile launchers and more than 12,000 troops paraded through the square. China marked the occasion with a spectacular show of military strength which designed to strengthen Xi's grip on power. The parade showed to the outside world that President Xi has full control of the party, government, and army.

In an extravaganza that was tailored more to showcase China's emerging status as a global power than to mark what in China was officially called the victory of Chinese people's resistance against Japanese aggression and Anti-Fascist War, the world was allowed a rare look at the country's formidable arsenal. "Prestige（威望）", "show some colors (给点颜色瞧瞧)", "hold one's head high (扬眉吐气)" "break with convention (打破常规)" were the symbols that illustrate this fantasy theme.

TABLE IV: FANTASY THEME: SET UP THE PRESTIGE FOR THE LEADERS

Setting	Character	Plotline
World War II	Chinese leaders	The leaders are afraid of offending Japan（畏惧日本，不敢得罪）
Contemporary world	Chinese people	Hold one's head high（扬眉吐气）
Contemporary world	Chairman Xi Jinping	Building the prestige（树立威望）Shock and awe the threatening countries for China（震慑对中国有威胁的国家）Promote national strength（宣扬国力）

2) Fantasy Type: High-profile in memory of historical events (高調紀念歷史事件)

The military parade aroused the comparison between the American troops and Chinese troops. It was also a special way in memory of the World War II. This fantasy type rooted in the difference between western and oriental political and cultural environment. The aim of commemoration was to bear history in mind, and honor all those who laid down their lives, cherish peace, and open up the future. War likes a mirror. Looking at it can help us better understand the value of peace. The citizens criticized the meaning of this high-profile commemoration. They discussed that whether it has benefits or not.

a) Fantasy Theme: Formalism （形式主义）

The meaning of this fantasy theme was that the way that Chinese political actors did to commemorate the World War II had no benefits. They were only formalisms. The citizens made comparisons between China and USA to criticize this high-profile parade. The chained out symbols were "Exceed one's duties and meddle in others affairs (越俎代庖)", "The world's American troops（世界的美國軍隊）", "The Tiananmen Square's Chinese troops（天安門的中國軍隊）", etc.

TABLE V: FANTASY THEME: FORMALISM

Setting	Character	Plotline
China	Chinese chairman Xi Jinping	Xi emperor Exceed one's duties and meddle in others' affairs Using Tanks to instead of flowers
Tiananmen Square	Chinese troops	Showy but not practical martial arts Inferior and unconfident show Only know how to goose step
USA	American president Obama	Keep one's feet on the ground The world's watchman
All over the world	American troops	The troops are stationed on every corner of the world, guard the safety of the world and actually maintain the world's peace

b) Fantasy Theme: Waste manpower and money （勞民傷財）

The parade probably won't distract anybody from China's economic problems. China planned the parade before this summer's crash in the Shanghai and Shenzhen stock markets, which can trigger a global selloff. Spectators waved red flags in the air as tanks, drones, and ballistic missiles rolled past beneath a perfect blue sky – the result of Beijing's decision to close more than 12,000 factories and power plants ahead of the event. The citizens criticized this behavior that it wasted manpower and money. Besides, they discussed the other winner countries which are the main forces during the World War II was deserved a military parade. But, China was an invaded and bullied country. It was a humiliation for China to commemorate the war by a so extravagate parade. The chained out symbols were "Not to count the cost", "Recreate by themselves".

TABLE VI: FANTASY THEME: WASTE MANPOWER AND MONEY

Setting	Character	Plotline
The second world war battlefields	Russia and Europe	The winner The conqueror Conducting the military parade is deserved
The second world war battlefields	China	Invite humiliation It's not necessary to conduct military parade
Chinese economy situation	Chinese leaders	Rub salt into one's wounds Build a new Tiananmen Square Unscrupulously Not to count the cost Make a mess
China	Chinese troops	Recreate by themselves
China	Chinese people	No benefit Suffered from traffic jam and financial problems

3) Fantasy type: Make a show of force （炫耀武力）

China held a lavish parade in Beijing to mark the defeat of Japan in World War II, showcasing that the military might on an unprecedented scale. The citizens thought that China geared up for an extravagant, Cold War-style military parade on Sept. 3, with 12,000 troops marching through Beijing. Hundreds of pieces of military equipment were on the view. Many of them were new weapons which were meant to counter U.S. naval power and intimidated neighbors such as

Taiwan and Japan. The parade was all about signaling China's strength and invulnerability.

China's growing military power is being keenly watched amid regional tensions. China has several territorial disputes with neighbors in the South China Sea, as well as with Japan in the East China Sea. This fantasy type was the imagination on Chinese political strategy "to assert its role as a great power in Asia, and erode America's position".

a) Fantasy Theme: China flexes military muscle (秀肌肉)

The fantasy theme means that, with the military parade, China made such a big show to demonstrate what exactly they've done. China now has the potential to find and sink the most powerful instruments of U.S. military might, including aircraft carriers.

The roar of jets and the fearsome silhouettes of new weapons will send an unmistakable message that China is nearing the ability to keep even the most sophisticated of foreign forces at bay, an advance with sweeping implications for the balance of power in Asia. The chained-out symbols are "Speculation with an ulterior motive (別有用心的炒作)", "show-off (炫耀)".

TABLE VII: FANTASY THEME: CHINA FLEXES MILITARY MUSCLE

Setting	Character	Plotline
The world	Chinese media	Speculation with an ulterior motive
The world	Chinese Chairman Xi Jinping	On the excuse of commemoration to show off
International diplomacy Occasion	Chinese government	Strength the international prestige Conduct a face-saving project

b) Fantasy theme: The armor of peace （披着和平的战衣）

This fantasy theme told a story that China's neighbors who looked on the display of military have some concerns. The parade was about using military power to send a message that "China's strength and invulnerability" both at home and abroad.

It means that the parade was also a means of piling pressure on Japan without risking drawing the United States further into regional affairs by continuing to ratchet up military tensions in the East China Sea. The citizens thought that this was a way Xi Jinping attempted to consolidate his hold on power. The Chinese leadership has been seeking to show a watching world that it has now amassed the strength to once again fight off the strongest of invaders. "Xi's era（習時代）", "Intend to suppress the enemy without fighting（不戰而屈人之兵）", were the symbols that illustrated this fantasy theme.

TABLE VIII: FANTASY THEME: THE ARMOR OF PEACE

Setting	Character	Plotline
The world	Chinese Chairman Xi Jinping	A dictator He is all bluff and no bite Arrogate all authority to himself
The world	Chinese troops	Intend to suppress the enemy without fighting

The world	China	Using military power to send a "hegemony" message Threat to its neighbors
China	Chinese people	Ushered in a Xi's era

B. Comprehensive Interpretation of Rhetorical Visions

As Cragan and Shields [12] claimed, "Public-chaining occurs as large groups of people pick up, reiterate, embellish, reconfigure, and reuse the same fantasy themes, symbolic cues, fantasy types, and sagas, and come to participate in a shared rhetorical vision". This fantasy public chaining phenomenon also appeared among the selected media platforms, especially between the English media platforms and Chinese media platforms.

Thus, although media language of Western and Chinese media was different, we could confirm that if the settings, characters, plotlines and sanction agents were the same, and the rhetorical vision of the fantasy theme and fantasy type could be the same. Besides, the same fantasy theme was also able to chain out the same fantasy types. Thus, by comparing the fantasy theme and fantasy types of the two different language-based media platforms, the final rhetorical visions of all fantasy themes and types were analyzed as follow.

TABLE IX: RHETORICAL VISIONS OF 9.3 BIG MILITARY PARADES

Fantasy Type	Fantasy Theme	Language context
To show the power of maintaining peace （展现维护和平的力量）	The Chinese dream for Nation Rejuvenation (民族復興的中國夢)	Chinese
	Powerful and civilized troops (威武文明之師)	Chinese
Set up the prestige for the leaders (為領導人立威)		Chinese
Make a show of force （炫耀武力）	China flexes military muscle (秀肌肉)	English
	The armor of peace （披着和平的战衣）	English
High-profile in memory of historical events (高調紀念歷史事件)	Formalism（形式主义）	English
	Waste manpower and money（劳民伤财	English

Then, the rhetorical visions which were triggered out by the fantasy types and fantasy themes were also interpreted as belowed.

To show the power of maintaining peace （展现维护和平的力量）:

Totally different from the Chinese backward situation during the World War II, China is able to safeguard the country now. It was the symbol of China's rise, national rejuvenation. The fantasy theme of "nation rejuvenation" told a story of Chinese nation in a various setting of World War II and contemporary world. It was also a story about Chinese nation fell behind and be invaded during the World War II, but now rejuvenated as the extravagant military parade.

Set up the prestige for the leaders (為領導人立威):

The parade showed to the outside world that President Xi had full control of the party, government, and army. In an extravaganza that was tailored more to showcase China's emerging status as a global power than to mark what in China

was officially called "the victory of Chinese people's resistance against Japan's aggression and worldwide anti-Fascist war", the world was allowed a rare look at the country's formidable arsenal.

Make a show of force (炫耀武力):

With the military parade, China made such a big show to demonstrate to people what exactly they've done. China now has the potential to find and sink the most powerful instruments of U.S. military might, including aircraft carriers, that this was a way Xi Jinping attempted to consolidate his hold on power. The Chinese leadership has been seeking to show to a watching world that it has now amassed the strength to once again fight off the strongest of invaders

High-profile in memory of historical events (高調紀念歷 史事件):

The citizens criticized the meaning of this high-profile commemoration, and discussed whether it has the benefits. The parade probably won't distract anybody from China's economic problems. China was an invaded and bullied country. It was a humiliation for China to commemorate the war by a so extravagate parade.

C. Comprehensive Interpretation of Value System

Each rhetorical vision rooted in a certain value system, so the study focused on interpreting the value system, and analyzed the relationship between the values system and the rhetorical visions. Each rhetorical vision had a relationship with each other, and they showed different positions towards the issue. The "High-profile in memory of historical events" were correlated with "Make a show of force", both of them hold a negative attitude toward the 9.3 Big Military Parade. Besides, "To show the power of maintaining peace" was opposite to "make a show of force" and "High-profile in memory of historical events", and they had controversy positions towards the issue. "Set up the prestige for the leaders" with a neutral attitude was independent.

TABLE X: DISTRIBUTION OF VALUE SYSTEM

Value systems	Rhetorical Visions	Relationship	Positions
Orientalism	High-profile in memory of historical events	Correlated	Negative
Orientalism	Make a show of force		Negative
Pragmatism	Set up the prestige for the leaders	Independent	Neutral
Nationalism	To show the power of maintaining peace	Opposite	Positive
Orientalism	Make a show of force		Negative
Nationalism	To show the power of maintaining peace	Opposite	Positive
Orientalism	High-profile in memory of historical events		Negative

The rhetorical visions rooted in three different value systems. "Orientalism" regarded the east as others, it was constructed by the west [13]. It emphasized the priority of the western civilization. The oriental world was backward and ignorant. The behavior style was grandstand and useless. "Pragmatism" emphasized the real effect. It regarded the practical interest and usability as the basic guidelines. "Nationalism" regarded the nation's strength, dignity, and interest as the ultimate value. Personal's failure or success had a close relation with country's dignity and strength.

The distribution of values system showed that the correlated rhetorical visions in the "Orientalism" both hold

the negative attitude toward the event. The rhetorical visions in "Nationalism" and "Orientalism" value system was opposite to each other. "Pragmatism" was independent.
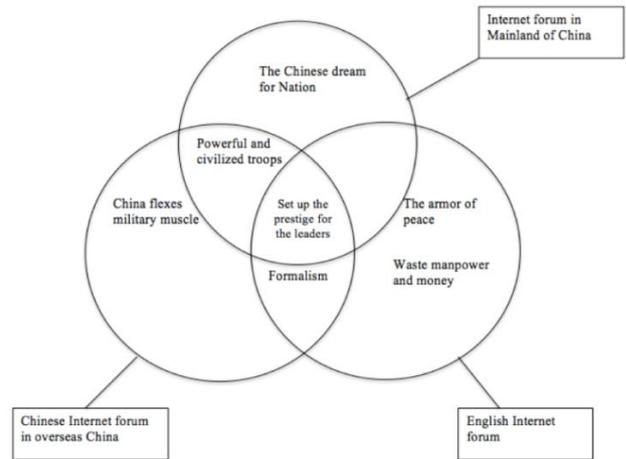

Fig. 1. The fantasy sharing in different online forum.

V. CONCLUSION

This study applied a fantasy analysis into the worldwide debate of 9.3 Big Military debates. It focused on how the netizens in China, overseas China, and western countries constructed the symbolic reality of an emerging significant event by using the existed symbolic (meaning) system in mind. Based on symbolic convergence theory, this study comprehensively mapped the landscape of subjectivity in all media platforms. The study also explored value systems behind the rhetoric visions. We summarized the conclusion based on what we found as followed.

1) The overseas Chinese Internet forum and Internet forum in Mainland China emerged the similar rhetorical visions, which had a positive attitude towards the 9.3 Military Parade. It rooted in the value system "Nationalism". Besides the common rhetorical visions, they presented two opposite rhetorical visions. The overseas Chinese Internet forums presented "Orientalist" fantasy and also "Anti-Orientalist" criticism.

The "Powerful and civilized troops" and "Set up the prestige for the leaders" were the common rhetorical visions in Chinese mainland official media and overseas Chinese internet forum. They shared the "Nationalism" value. However, besides the common value system, there were also two opposite rhetoric visions. Based on the value "Orientalism", the overseas citizens were inclined to judge the military parade as "China flexes military muscle" and "Formalism", which had a negative attitude towards the event. However, the subjective landscape of Mainland Chinese citizens was "The Chinese dream for Nation Rejuvenation", which had a positive position. It showed that the netizens from overseas China were exposed to multicultural media information. Some of them recognized the orientalist construction by the west. While, others can be affected by the anti-orientalist criticism, which rooted in the "Nationalism" value system.

2) The netizens in mainland China, overseas China, and western countries constructed the symbolic reality with

neutral attitudes. They shared one common fantasy theme which can reflect the same value system "Pragmatism". The subjective landscape "Set up the prestige for the leaders" which had neutral nature proved to be the most influential and shared fantasy all around the world.

The 9.3 big Military Parade was a controversial issue, the netizens from all over the world were inclined to accept a neutral fantasy theme "Set up the prestige for the leaders" to construct the symbolic reality. They owned a common subjective landscape, which had a neutral attitude toward the issue.

3) The English internet forums condemned the 9.3 military parade as "The armor of peace", "Waste manpower and money", and "Formalism". It rooted in the value system "Orientalism", Which had absolutely negative attitudes towards the issue. They only had one neutral fantasy theme, which was the same with the other two online forums. Besides, the positive judgements which were affected by the "Nationalism" from Chinese mainland online forum cannot affect the subjective landscapes of citizens from the western countries. The English internet forum and the overseas Chinese forum had the same fantasy theme " formalism" to condemn the event.

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