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Emotional mobilization and national image: a study on the international communication effectiveness and cognitive differences of China's "dual carbon" discourse in Africa

Chenxi Huang*
School of Environmental and Chemical Engineering, Xi'an Polytechnic University,China
***Corresponding author E-mail: hcx97714@163.com**

Abstract:
In the changing landscape of global climate governance, China is actively building a green technology innovation system and a new model of low-carbon development under the guidance of its carbon peaking and carbon neutrality strategy. China-Africa climate cooperation plays a key role in Africa's green development process. Effective communication of the "dual carbon" strategy in Africa is of profound significance for telling the story of China's ecological civilization and promoting the building of a high-level China-Africa community with a shared future. This paper, from the perspective of cross-cultural emotional communication, conducts a detailed study on the international communication effects of "dual carbon" discourse in Africa, audience cognitive differences, and effective ways to construct localized emotional narratives through questionnaire surveys and in-depth interviews. The study finds that African people generally believe that climate change has a significant impact on Africa and that "dual carbon" policies are effective. The cognitive differences of African audiences regarding "dual carbon" discourse stem from information characteristics, namely whether the communication content possesses emotional warmth and local cultural resonance. By analyzing the narrative types of "dual carbon" discourse, this paper summarizes experiences for future policy communication.

Keywords:
"dual carbon" discourse, emotional communication, cross-cultural communication, climate communication, China-Africa cooperation

1 Introduction

In 2020, China proposed the "dual carbon" goals, aiming to peak carbon emissions before 2030 and achieve carbon neutrality before 2060. The "dual carbon" goals reflect China's firm determination and responsibility as a major country in addressing global warming, injecting confidence into a world undergoing unprecedented changes in a century. China-Africa climate cooperation is an important part of China's international development cooperation and a key link in China's strategic layout and Africa's green development. In the broad

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fields of China-Africa cooperation, the focus on climate change reflects the shared vision of both sides to strive for the well-being of the people and continuously consolidate China-Africa friendship.

In the field of environmental communication, narrative information has been widely adopted as a powerful persuasive strategy tool to convey complex and profound scientific knowledge, fostering more positive attitudes and behaviors among the public. China is actively participating in and shaping the global climate governance agenda through systematic international communication. Against this backdrop, China's international communication matrix, including CGTN, Xinhua International Department, the Foreign Ministry spokesperson platform, and the official short-video platforms (e.g., TikTok) , is increasingly employing visualized, story-driven "emotional narratives" to convey the "dual carbon" concept, replacing traditional policy advocacy. These visualized content showcasing China's photovoltaic power stations, the popularization of electric vehicles, and ecological restoration projects have garnered substantial positive interactions and emotional resonance.

However, the narrative of China's climate actions in the international public opinion sphere (especially Western mainstream media and social media) often falls into frameworks such as "discrepancy between commitments and actions" and "geopolitical tools". Consequently, there exists a "temperature gap" and "rift" between China's official narrative and the international public's perception. We observe that to bridge this gap, we have made considerable efforts. The current "dual carbon" communication to Africa, in attempting to integrate local elements to evoke emotional resonance, demonstrates its exploratory and unique nature. In the era of AI algorithms, emotional narratives tend to lean towards "commoner emotions", adopting a civilian approach to tell China's official "dual carbon" narrative. We can't help but wonder: in the specific context of communication to Africa, what types of localized emotional narratives exist, and how do they influence the cognition and emotions of African audiences? Furthermore, how should we construct more effective localized emotional narratives to bridge cultural cognitive differences in communication?

2 Literature Review

2.1 Climate communication research based on the "dual carbon" strategy

Since President Xi Jinping proposed the dual-carbon strategy in 2020, academic research on climate issues such as the dual-carbon has gradually gained momentum. In the media field, studies on "dual carbon" mainly focus on the following two aspects: first, exploring the characteristics and shortcomings of domestic media's internal publicity on "dual carbon" reports; second, analyzing the challenges in the external communication of the "dual carbon" strategy and proposing coping strategies. Foreign scholar J. C. R. Garcia (2022) conducted an overall analysis of China's climate diplomacy discourse from the perspective of "political communication", pointing out that it possesses a dual framework of "multilateral cooperation" and "strategic autonomy".

Through analyzing "dual carbon" coverage in People's Daily, Chinese scholar Feng Juxiang identified systemic issues: these reports predominantly adopt a state-centric perspective with policy-focused narratives, while lacking substantive exposure of real-world challenges, effective oversight mechanisms, balanced emotional reporting, representation of grassroots voices, and science communication elements. Scholar Pu Anni's study of China Daily's "dual carbon" reporting framework reveals innovative practices in recent years, where

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narratives balance macro-level perspectives with micro-level storytelling while employing cross-cultural translation strategies to transform complex carbon neutrality concepts into communicable symbolic systems. However, international publicity still remains constrained by traditional propaganda inertia, exhibiting characteristics such as thematic concentration, overt technical orientation, and insufficient institutional analysis. The binary construction of "global responsibility" and "sovereign narrative" in dual carbon reporting demonstrates misalignment, with its international communication framework facing credibility deficits. This necessitates urgent transformation toward a "co-construction of global significance" model.

However, these studies, though they have discussed the framework of reports and the adaptation of symbols, generally ignore the systematic analysis of "emotion" as a core communication mechanism and resource, especially the lack of exploration of the local emotional resources in Africa.

2.2 Research on the theory of emotional communication

Emotional storytelling possesses remarkable explanatory power across cultural contexts, enabling audiences from diverse backgrounds to comprehend and analyze narrative works while facilitating cross-cultural communication. Given the inherent differences in cultural perspectives, viewers may interpret information differently. Emotions serve as a medium for cross-cultural narratives, dissolving cultural barriers through shared emotional experiences. By connecting universal emotions like love, sorrow, and joy, cross-cultural communication becomes more fluid. The visual expressiveness of emotional storytelling not only helps audiences quickly grasp information but also broadens research perspectives, allowing for deeper exploration of issues. Through visual elements such as diagrams and symbols, narrative expressions are intuitively presented, fostering mutual understanding and cultural dialogue. As globalization advances, integrating emotions into narrative design enhances the universality and appeal of works across different cultural contexts, ultimately satisfying audiences' aesthetic needs.

In the era of deep media convergence, emotional communication has become a pivotal approach for mainstream media to enhance news dissemination power, guidance, influence, and credibility. The study of emotional communication originated in the early 20th century and is closely linked to multiple disciplines including sociology, psychology, and communication studies. Early sociologists such as Emile Durkheim and Max Weber...

The study examines the role of social emotions in group cohesion and cultural transmission. In the mid-20th century, scholars of Symbolic Interactionism, such as Erving Goffman, emphasized the symbolic expression of emotions in social interactions. Goffman's "dramaturgical theory" posits that emotions are integral to social performance, with individuals shaping social roles through emotional expressions. After being established in the late 20th century, the theory of emotional communication garnered significant attention from scholars worldwide, yielding substantial research outcomes. Foreign scholar K. M. M. Doveling (2018) expanded this theory by analyzing collective emotions in online communities within digital media research, highlighting its role in online mobilization. Chinese scholar Liu Tao (2020) integrated the "positive energy" reporting practices of mainstream media with emotional communication theory, proposing a framework for constructing an "emotional community".

However, these studies have not systematically examined the phenomenon of China-Africa climate com-

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munication from the micro-practical perspective of “cross-cultural emotional narrative”, and thus have not addressed specific questions such as “how emotional types are localized” and “cognitive difference mechanisms”.

2.3 Research Questions

This paper adopted a theoretical perspective that integrates affective communication with intercultural communication to address the following academic questions: What are the types of affective narratives in the practice of spreading the “dual carbon” discourse in Africa? How effective are they in international communication? Do audiences from different cultural backgrounds exhibit systematic differences in their understanding? How can we construct localized affective narratives to overcome these differences?

3 Research Methods

This paper used the questionnaire survey method and the in-depth interview method to study the above questions.

3.1 Questionnaire survey method

3.1.1 Hypothesis formulation:

Based on the above issues, we proposed the following hypotheses:

H1. The user’s inherent inclinations, narrative exposure, and emotional cultural characteristics significantly influence their cognitive evaluation.

H1.1 Users’ inherent predispositions significantly influence their cognitive evaluations of users.

H1.2 Different narrative exposure significantly influences users' cognitive evaluation.

H1.3 Different narrative emotional cultural characteristics have significant impact on users' cognitive evaluation.

H2. The user’s inherent tendencies, narrative exposure, and emotional cultural characteristics significantly influence their emotional responses.

H2.1 Users’ inherent predispositions significantly influence their emotional responses.

H2.2 Different narrative exposure significantly affects users' emotional responses.

H2.3 Different narrative emotional cultural characteristics have significant impact on users' emotional responses

H3. The user’s inherent tendencies, narrative exposure, and narrative emotional cultural characteristics significantly influence their behavioral tendencies.

H3.1 Users’ inherent tendencies significantly influence their behavioral tendencies.

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H3.2 Different narrative exposure significantly influences users' behavioral tendencies.

H3.3 Different narrative emotional cultural characteristics have significant influence on users' behavioral tendencies.

To prove the hypothesis, the study adopted the questionnaire survey method, sampled the population, and prepared the questionnaire.

3.1.2 Sampling method

The hypothesis corresponded to the research object of African audience groups with different age stages and educational backgrounds.

First, we conducted a representative sampling of this group, selecting students, faculty members, and community residents from Obafemi Awolowo University in Lagos, Nigeria as the study population. Secondly, we used the department and class number of the University of Obafemi Awolowo and the list of faculty and staff as the basis to compile the overall sampling frame. Thirdly, we conducted stratified multi-stage sampling within the sampling frame at a 95% confidence level and a 3% sampling error. A total of 266 African participants were selected as the sample. In case of refusal to participate, the next eligible student was sequentially recruited as a replacement until the predetermined quota was met.

The data collection, organization, and analysis for this survey were completed on February 9, 2026. The survey primarily employed open-ended and closed-ended questionnaires.

The questionnaire primarily consisted of closed-ended questions, with key components as follows: (1) Basic information verification: including age, gender, and educational background. (2) The dimension-reduced statement section of independent variable X comprises three components: existing personal inclinations, narrative exposure, and narrative emotional cultural characteristics. (3) The dimension-reduced statement section of dependent variable Y includes cognitive evaluation, emotional responses, and behavioral tendencies. This 29-question survey comprises 4 single-choice items, 1 multiple-choice item, 23 scale items, and 1 short-answer question. It is distributed online via WeChat Moments and the a professional online survey platform (Questionnaire Star) sample database.

3.2 In-depth interview method

3.2.1 Interview outline preparation

The interview questions were divided into three parts.

The first part mainly involved the basic information of the interviewees, including their region, current residence, gender, age and occupation.

The second part reduced the research questions to interview questions. This includes their views on China's "dual carbon" policy and China-Africa climate cooperation, Africa's most urgent climate-related needs, the actual impact of China's clean energy projects (such as solar or wind power) on local African communities, the general perception of African people regarding China's role in global climate action, and their understand-

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ing of the dissemination of China's "green development" story in Africa.

The third part, preparation, mainly involved the possible deep digging questions.

Throughout the interview and research process, the researchers made every effort to avoid the four ethical issues and misconduct highlighted by scholar Alan Bryman: (1) causing harm to research participants; (2) failing to use informed consent forms or materials; (3) violating participants' privacy; and (4) deceiving participants. Respondents were allowed to remain silent or withdraw midway if they had any questions they did not wish to answer or felt uncomfortable during the interview. Interview materials in which respondents declared they did not wish to be publicly disclosed were not included or cited in this study.

3.2.2 Interviewee selection

This study conducted structured interviews with 20 participants, spanning from January to February 2026. The initial cohort comprised college students, high school teachers, logistics coordinators, and other professionals, with additional samples recruited through community outreach. Following the maximum sampling principle in qualitative research, the study concluded when the 20th participant was interviewed, as the collected data sufficiently addressed all research questions. The participants exhibited diversity in age, occupation, education level, and geographic location, demonstrating low homogeneity. All interviews were conducted via WeChat text-based communication, with data analysis performed by the researcher. Participant profiles are summarized in the accompanying table 1.

Table 1 Basic Information of Interviewees

No.	Sex	Age	Country	Current Residence	Occupation
1	man	37	Morocco	Casablanca	IT official
2	woman	28	Nigeria	Lagos	Logistics Coordinator
3	man	23	Kenya	Nairobi	university student
4	woman	30	Ghana	Accra	Non-governmental Organization Project Assistant
5	woman	26	Ethiopia	Bashirdar	High school teacher
6	man	41	Uganda	Kampala	Agricultural extension worker
7	man	27	Rwanda	Kigali	Software developer
8	woman	37	Zambia	Ndola	Agricultural Extension Officer
9	man	42	Senegal	St. Louis	Port Logistics Manager
10	woman	29	Senegal	Dakar	reporter
11	woman	34	Zambia	Lusaka	Public Health Officer
12	man	38	Morocco	Marrakech	cicerone
13	man	29	Kenya	Mombasa	New energy entrepreneurs
14	woman	35	Nigeria	Abuja	Think Tank Policy Researcher
15	woman	31	Ghana	Kumasi	reporter
16	man	28	Ethiopia	Bashirdar	civil engineer
17	woman	40	South Africa	Cape Down	Lecturer in Environmental Studies at the University
18	man	33	Tanzania	Arusha	Tourism operator
19	woman	26	Uganda	Gulu	Community health workers
20	man	30	Rwanda	Huye	IT specialist

4 Research Findings and Discussion Points

During the questionnaire survey, The study found no significant differences among audiences of different

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genders and ages in six dimensions: existing tendencies, narrative exposure, narrative emotional cultural characteristics, cognitive evaluation, emotional responses, and behavioral tendencies. The influence of users' existing tendencies on their cognitive evaluation, emotional responses, and behavioral tendencies was not significant. This indicates that the emotionalization strategy of "dual carbon" narratives is crucial, as it will greatly affect African audiences' interpretation of China's climate-related policies and the shaping of China's image.

When conducting further in-depth interviews with interviewees regarding their understanding channels, attitudes, emotions, and practical impacts of the "dual carbon narrative", I found that the majority of evaluations of the "dual carbon" policies and their actual outcomes, as learned through official media, social media, and other channels, were positive. African people are highly concerned about climate issues, and they generally believe that the impact of climate change on Africa is significant. China, as a major country, has made inspiring commitments in the field of climate. Regarding the African audience's perception of China's "dual carbon" narrative, the interviewees' responses corroborated my views:

"I am familiar with China's dual carbon goals because I follow technology and innovation news. Many tech blogs explain that China's carbon neutrality strategy is not only about the environment but also a strategy to boost the competitiveness of future industries. I also learned about China's climate goals through webinars, where African entrepreneurs and Chinese experts discussed renewable energy startups. I believe it is important that China's policies can make green technology cheaper globally."

"In Uganda, climate change has a significant impact on agriculture. We have experienced droughts and unpredictable rainfall, which have damaged crops such as corn and coffee. This is why I focus on global climate action, even though Uganda itself has very low emissions. I also believe China's policies are important because China is a major investor in Africa's infrastructure. If China shifts more towards renewable energy projects, it can benefit African farmers through better electricity supply and irrigation systems."

"I am familiar with China's 'dual carbon' goals. I first learned about them in a university lecture. I studied international relations, and the professor used China as an example to illustrate the connection between climate policy and economic strategy. What I found interesting is that China not only sets targets but also heavily invests in solar manufacturing, power transmission, and carbon trading systems. Personally, I believe China's dual carbon policy is a globally significant signal, but I also think implementation is more important than announcement."

4.1 Sample feature description

The questionnaire analysis reveals demographic characteristics that reflect the survey participants' distribution. The gender breakdown shows 50.4% male and 49.6% female respondents, indicating a balanced gender ratio that accurately represents the population's composition. Regarding educational attainment, 215 respondents (80.8%) hold a bachelor's degree or higher.

4.2 Description of structural analysis results

The reliability analysis of the scales used in this study yielded the following results. The Cronbach's α coef-

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ficients showed standardized reliability coefficients of 0.786 for the self-existing tendency dimension, 0.692 for the narrative contact dimension, 0.640 for the narrative emotional cultural characteristics dimension, 0.784 for the cognitive evaluation dimension, 0.725 for the emotional response dimension, and 0.769 for the behavioral tendency dimension. The overall Cronbach's α coefficient reached 0.929, indicating high reliability of the questionnaire.

Regression analysis was performed on the independent and dependent variables, yielding the following results:

Table 2 Hypothesis Testing Results of User Feedback Impact Mechanism

H1	The user's own existing tendency, narrative contact, narrative emotional and cultural characteristics have a significant impact on the user's cognitive evaluation.	partial establishment
H1.1	The user's inherent predisposition significantly influences their cognitive evaluation of the user.	false
H1.2	Different narrative exposure significantly influences users' cognitive evaluation	found
H1.3	Different narrative emotional cultural characteristics have significant impact on users' cognitive evaluation	found
H2	The user's own tendency, narrative contact, narrative emotional and cultural characteristics have a significant impact on the user's emotional response.	partial establishment
H2.1	The user's inherent predisposition significantly influences their emotional responses.	false
H2.2	Different narrative exposure has significant impact on users' emotional responses	found
H2.3	Different narrative emotional cultural features have significant influence on users' emotional response	found
H3	The user's own tendency, narrative contact, narrative emotional and cultural characteristics have a significant impact on the user's behavior tendency.	partial establishment
H3.1	The user's inherent tendencies significantly influence their behavioral tendencies.	false
H3.2	Different narrative exposure has significant impact on users' behavioral tendencies	found
H3.3	Different Narrative Emotional Cultural Features Have Significant Influence on User's Behavioral Tendency	found

This study employed Pearson correlation analysis to examine the relationships among six core variables: cognitive evaluation, emotional response, behavioral tendency, self-existing tendency, narrative exposure, and narrative emotional cultural characteristics. The results demonstrated significant positive correlations ($p<0.01$) among all variables, with correlation coefficients ranging from 0.475 to 0.724. These findings indicate strong intrinsic connections between the dimensions, providing empirical support for understanding the mechanisms through which narrative communication influences audiences.

4.3 The emotional narrative types of the dissemination of the "dual carbon" discourse in Africa

When disseminating China's "dual carbon" policy to African countries, China has formed a trinity communication matrix of "visual documentation+academic exchange+practical actions". These works not only convey policy concepts, but also transform the abstract notion of "dual carbon" into tangible life changes through vivid stories from the African continent.

First, visual imagery serves as the most direct medium. These works document China-Africa cooperation through authentic footage. The five-episode documentary What Makes a Sail (Africa Chapter), released

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during the 2025 G20 Summit, focuses on renewable energy and green transportation, chronicling the "two-way journey" between Chinese and African communities. Another notable work, Chasing Dreams in Mountains and Waters, aired on CCTV's Science and Education Channel, features its seventh episode Butterfly Transformation of Mountains and Rivers, which showcases Uganda's Karuma Hydropower Station as a vivid example of the "Two Mountains" theory in Africa.

Secondly, under the guidance of the policies of the Party and the state, some research reports have provided in-depth theoretical support and case summaries for policy dissemination. Among them, "China's Communication to Africa in the New Era" systematically combs through the communication patterns and experiences with Africa, offering strategic references for targeted communication. Meanwhile, "Belt and Road" Climate Change Response Series Studies analyze the climate change situation and cooperation needs of African countries, providing direction for future Sino-African exchanges and cooperation on climate issues.

Finally, the practical cooperation and dynamic initiatives between China and Africa have made substantial efforts to address climate challenges in African nations. In the "African Light Belt" project, solar systems were installed for over 200 households in The Democratic Republic of São Tomé and Príncipe, bringing light to island villages. At the Dea Wind Power Project in South Africa, Longyuan Power Construction met the electricity needs of 300 000 households while also providing vocational training to boost community development.

It is worth mentioning that the de-heroicized ordinary perspective provides an emotional interpretation of obscure policies, bridging psychological distance and evoking resonance based on shared values by showcasing the diligence and wisdom of China's builders, as well as the growth of local African employees. For instance, an African youth progresses from initial awkwardness to independently operating precision instruments under the encouragement of China's mentors, eventually becoming a technical backbone and mentoring new apprentices. This growth trajectory itself is the most vivid footnote to the spirit of "South-South Cooperation". Moreover, the narrative highlights how China's builders adapt to African life and learn from locals-such as mastering local languages and respecting tribal customs-building an equal friendship of "mutual pursuit".

4.4 Systematic differences in audience perception of the "dual carbon" narrative

4.4.1 General description

The cognitive patterns of male and female African audiences toward China's "dual carbon" narrative are highly consistent, and gender is not the cause of cognitive differentiation. Whether it is the "Generation Z" concerned about climate change or the middle-aged group with more social experience, there is no essential difference in their information processing. The psychological mechanisms of the audience are similar, and the differences in cognition are entirely driven by external information characteristics.

Rational cognition and emotional experience are inseparable. When audiences rationally believe that China is responsible in climate action, they almost inevitably develop feelings of hope or admiration. When the narrative content inspires or resonates with African audiences, their willingness to actively share or support related cooperation will significantly increase. The closer the narrative approach is to the local culture, values, and

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emotional structure of Africa, the higher the audience's positive rational evaluation of China's actions will be. The more information they are exposed to, the more their attention to climate change issues will increase accordingly.

The rational evaluation of China's "dual carbon" actions by the audience is determined by "narrative exposure" and "narrative emotional cultural characteristics" to a degree of 56.4%, while the audience's personal background plays almost no role. As for the audience's emotional resonance, 43.5% is determined by the information itself, and culturally appropriate narratives remain the strongest driving force.

4.4.2 The source of cognitive differences lies in information characteristics

Those who are exposed to more narratives and believe these narratives are highly consistent with African cultural sentiments, as a highly cognitive group, will exhibit highly consistent positive perceptions, namely that China is responsible, its goals are sustainable, and its reporting is credible. Their emotional responses (admiration, hope) and behavioral willingness (sharing, supporting) are also stronger.

Low cognitive groups who have little exposure to narratives or perceive narratives as disconnected from African culture will show significantly lower rational evaluation, emotional resonance, and behavioral willingness, even if they are originally concerned about climate change.

Among all influencing factors, the standardized regression coefficient (β value) of "narrative emotional cultural characteristics" was the highest in all three regression models. This systematically demonstrates that the most critical factor causing cognitive differences is not the amount of communication, but whether the content possesses emotional warmth and local cultural resonance.

Therefore, to enhance African audiences' understanding of China's "dual carbon" narrative, the most effective approach is to strengthen the storytelling and visual elements within the same communication content, while deeply embedding local African cultural symbols, figures, and values. When the narrative touches the emotions, the cognitive upgrade follows.

5 Summary and Reflection

Climate change is one of the most typical "global commons" issues. Against the backdrop of the world gradually entering the era of carbon neutrality, climate geopolitics has increasingly moved to the center stage of global politics. African people generally show high attention to green development and climate governance. In recent years, China has actively promoted "dual carbon" cooperation and green narratives in Africa, but the perception of African audiences presents a diverse and even divided picture: some recognize the tangible benefits brought by China's policies, such as renewable energy projects improving electricity supply; others worry that Sino-African cooperation projects may come with environmental pollution; and some believe that China's environmental commitments remain superficial in policy and have not been truly implemented. This cognitive difference reminds us that when communicating China's "dual carbon" narrative in Africa, we must acknowledge the complex mindset of the audience and optimize communication strategies accordingly.

First, the cognitive differences among African audiences do not stem from demographic backgrounds (gen-

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der, age, and education level had no significant impact), but rather from the quality and appropriateness of the narratives themselves. Data shows that “narrative emotional cultural characteristics” have the strongest influence on cognitive evaluation (β=0.489), emotional response (β=0.447), and behavioral tendency (β=0.356). This means that to address the African public’s contradictory perception of “actual benefits” coexisting with “potential pollution”, it is not enough to rely solely on policy promotion. Instead, it is necessary to delve into the real stories of China-Africa green cooperation-for example, by showcasing how clean energy projects improve community life from the perspective of local employees, while candidly addressing environmental management challenges and using facts to dispel doubts about “superficial efforts”. Only by transforming grand policies into micro-narratives that align with African culture and emotions can China's “dual carbon” actions become perceptible and credible.

Secondly, social media and emotional communication play a key role in shaping cognition. Research has found that narrative exposure frequency is highly correlated with emotional responses and behavioral tendencies, and visualized, story-based content is more likely to resonate than policy texts. Therefore, communicators should make full use of media such as short videos and documentaries, downplay the official propaganda tone, and highlight the characters, emotions, and shared values in China-Africa cooperation. For example, by having African influencers or local opinion leaders tell the stories of employment and skill enhancement brought by China's green projects, it not only responds to the expectation of “concrete benefits” but also addresses environmental controversies, replacing one-way indoctrination with sincere dialogue, thereby bridging the emotional gap with the audience.

It is worth mentioning that the synergy between official media and diverse stakeholders' agendas is crucial. In response to some African citizens’ doubts about the implementation of China's policies, the initial communication phase should be government-led in setting the agenda, proactively releasing progress, data, and third-party evaluations of China-Africa green cooperation to enhance credibility through transparency. At the same time, academic institutions, non-governmental organizations, businesses, and civil society are encouraged to participate in the narrative, repeatedly drawing attention from different perspectives to form a collective public opinion that “China's green actions are pragmatic and responsible”, thereby dispelling the “prejudiced narratives” of Western media. Only by combining macro policies with micro stories, rational data with emotional experiences, can cognitive differences be gradually resolved, allowing China’s “dual carbon” narrative to truly take root in Africa and transform into a lasting driving force for promoting a green community with a shared future between China and Africa.

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