

# Chinese Language Press in Austria: Discussing the 2008 Tibetan Unrest in Transnational Spaces

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## Abstract

*This paper examines overseas Chinese identity construction in Austria by focusing on Europe Weekly, the biggest Chinese language newspaper in Vienna. The study adopts a quantitative and qualitative content analysis, with the latter focusing on Europe Weekly's reporting of the 2008 Tibet unrest and a comparison of the newspaper's coverage of the event to the media portrayals in the Austrian daily Die Presse and the Chinese People's Daily. Findings show that the Weekly in general promotes a pluralistic view for its readers and, thus, provides a narrative of a hybrid Chinese identity that encompasses Austria, China, the local Chinese community in Austria, as well as transnational spaces of the Chinese diaspora. Yet, while the Weekly normally promotes pluri-local attachments and flexible self-assurances of the Chinese in Austria, the study also reveals how the process of Chinese immigrant identity formation might change when the country of residence and the home country find themselves in antagonistic positions. The findings demonstrate both the difficulties of maintaining transnational attitudes in times of a crisis and strategies of Chinese immigrants to somehow remain open towards the host society while simultaneously promoting the rhetoric of solidarity with the Chinese nation state.*

**Keywords:** Chinese immigrants in Austria, Overseas Chinese, Overseas Chinese policy, cultural identity, transnationalism, ethnic media, third spaces, 2008 Tibet unrest



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