

*Crikey.com.au* has reported that last week a number of Australia's leading media outlets quietly signed memorandums of understanding in Sydney with a range of Chinese media outlets.

The outlets are: Xinhua News Agency, China Daily, China Radio International, People's Daily Website and Qingdao Publishing Group. The Australian outlets are Fairfax Media, Sky News Australia, the University of Technology Sydney, Global CAMG and Weldon International.

The Chinese media involved are all state run, that is, they are propaganda arms of the Chinese Communist Party (CCP).

Swinburne University Professor John Fitzgerald (a leading Australian China analyst), told *Crikey* the lack of coverage about the deals from Australia's news media was "fitting".

***"Expect more of the same. This is how propaganda departments work, not by persuading people by what they say, but by intimidating or embarrassing others into not reporting things that matter. From now on we'll need to read the Chinese media to find out what's going on in Australia."***

Along with the proliferation of Confucius Institutes, and Mandarin classes run by the Chinese regime in some Australian state schools, Australian institutions are progressively succumbing to the regime's United Front Organization's 'soft power' strategy.

The concept of "soft power" was first coined and introduced in 1990 by Harvard professor Joseph S. Nye. Soft power lies in the ability to attract and persuade.

The nature of the CCP's soft power is determined by its core ideology of (totalitarian) socialism. For the CCP, soft power basically refers to its brainwashing power inside China and its infiltrative power outside China.

Liu Yuanshen, the Minister for Propaganda, said in 2010:

*“Coordinate the efforts of overseas and domestic propaganda, further create a favorable international environment for us [CCP]. Overseas propaganda should be “comprehensive, multi-level and wide-ranging.” ... We should do well in providing services and exercising control and management of foreign journalists; we should guide them to report China objectively and friendly. With regard to key issues that influence our sovereignty and safety, we should actively carry out international propaganda battles against issues such as Tibet, Xinjiang, Taiwan, Human Rights, and Falun Gong. Our strategy is to proactively take our culture abroad... We should do well in establishing and operating overseas cultural centers and Confucius Institutes.”*It seems that Australian media outlets have again placed profit before principle by agreeing to this deal. They would be well aware that they are agreeing, at the very least, to self-censorship when reporting China matters, and are allowing communist propaganda to be reported in Australia as "news".

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