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TIBETAN CENTRE FOR HUMAN RIGHTS AND DEMOCRACY



PRESS RELEASE

1 December 2021

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New bilingual website decodes CCP language to reframe China's quest for discourse power

Launch of decodingccp.org
2 December 2021

The new Decoding Chinese Communist Party (CCP) website is an online guide unpacking Chinese propaganda power words and slogans, at a time when the world discovers an urgent need to figure China out.

In order to identify China's motives and intentions, a team of Tibetan researchers created 'Decoding CCP', because Tibetans have unique insights into their more powerful neighbor – often their lives depend upon close and critical readings of China's official jargon. DecodingCCP.org delves into the implicit assumptions, unconscious biases, utopian aspirations, fears and projections of the official Chinese mind and offers keys to deeper understanding.

As China's reach expands worldwide, from deep space into uncharted oceans, decoding China's rapidly proliferating discursive propaganda power is increasingly vital to understanding what China's growing presence portends.

The Decoding CCP is most useful when China's assertions seem pugnacious, offensive, or just plain puzzling, seemingly for domestic use only. China's leaders have a reasoned strategy to gain discourse power, to replace long-standing global categories, to insist on China's rightful place as rule maker, a demand to be heard and heeded.

What emerges from immersing yourself in China's slogans and keywords is China's planned long-term path to match economic and military power with commensurate soft power, that redefines reality as the CCP sees it. This we need to know.

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Decoding CCP isn't a simplistic bad actor/good actor either/or. This website treats its users as intelligent, making up their own minds, drawing their own conclusions. What matters is the journey of decoding, teasing out resonances, foundational assumptions, scientific certainties, mastery ambitions, victim narratives, control fantasies, and much more. What these add up to is up to the user. If you need to get a handle on contemporary China, and a glimpse of where its ambitions are headed, Decoding CCP is for you, a Tibetan gift to a puzzled world.

Tsering Dorje, the principal researcher and writer of Decoding CCP said: "China takes itself so seriously, which is a bit comical. There is a deep history implanted in China's claim to be the exemplary civilization everyone must bow to. Tibetans know the backstory well, and navigate their stateless place in the world, through unpacking those slogans. This is a key that unlocks inner meanings, to help anyone hoping to gauge where we are all heading. Join us for a deep dive into the authoritarian mind."

Tsering Tsomo, director of the Tibetan Centre for Human Rights and Democracy, said: "As China codifies its agenda for a new order, with distinctly Chinese characteristics, and as propaganda slogans are issued with greater frequency, we need reliable guidance that unpacks and decodes the proliferating building blocks of discourse power. This matters globally. For instance, the China model is actively exported to developing countries worldwide, especially in government-to-government transactions that bypass civil society and community engagement, on the explicit basis of China's doctrine of 'non-interference'."

Advancing China's discourse power within the UN system has progressed for years, with little pushback. It begins with China's repudiation of universals, particularly the foundational Universal Declaration of Human Rights, and insistence on exceptionalism, demanding that 'Chinese characteristics' exempt China from any oversight or accountability. China's next step in public diplomacy is to insert its own slogans as the frame, compelling other governments and institutions to adopt them.

Decoding CCP provides insights useful to government ministries, investment advisers, wealth managers, global commodity suppliers, policy analysts, think-tankers, opinion leaders, climate campaigners, environmentalists, human rights defenders, development project designers, wildlife biodiversity campaigners, and others.

Notes for editors

- Decoding CCP is a project of Tibetan Centre for Human Rights and Democracy, an NGO based in Dharamsala, India, committed to advancing human rights and democracy in Tibet and the exiled Tibetan community by empowering Tibetan human rights advocates and monitoring, documenting and campaign against human rights abuses.
- The beta version of decodingccp.org will be unveiled at a press conference at 11.30 am on 2 December at Press Club of India.

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