This lecture intends to shed light on representations of the cultural and political Self and the Other in Chinese media accounts produced in a country intent on spreading its particular perspective on global societal issues. For over a decade, the Chinese leadership has been drawing attention to its “discourse right” to bring out the “China story” and to present master narratives on global governance and security as alternatives to what it sees as an unequitable, US-led international order. As part of a longitudinal study examining continuities and changes in the Chinese official media narratives, the talk will show examples of discursive practices, such as framing and positioning the Self and the Other, in the Chinese English-language media outlets catering to a foreign audience, like the China Daily and the Global Times. From a Chinese official perspective, the primary rival or “Other” on the geopolitical scene is the USA, which is cast as the negative mirror of the Chinese “Self”. Therefore, the thematic focus in this study goes primarily to how the Sino-US relations are portrayed. Drawing on insights from Framing Theory and Critical Discourse Analysis, the talk aims to show how frames can be powerful carriers of ideological meaning, with a great potential to shape the readership’s lines of vision.