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Article

Constructing Innovation: A Corpus-Assisted Comparative Study of Self-Shaped and Other-Shaped Images of a Chinese Tech Corporate (DJI)

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Abstract: Corporate image construction plays a pivotal role in shaping international perceptions of innovative technology companies operating in the global marketplace. This study takes DJI, a leading Chinese drone and technology corporation, as a case study and employs a combined corpus-assisted and discourse analysis methodology to investigate how corporate images are strategically constructed across different communicative contexts. By systematically comparing the content published on DJI's official international website, which serves as the self-constructed corpus, with relevant news coverage on the prominent U.S. technology news platform TechCrunch, which constitutes the other-constructed corpus, this research applies the discourse-historical analysis framework to explore corporate image construction strategies across macro, meso, and micro levels. The findings reveal that at the macro level, DJI self-shapes three primary images: a technology innovation leader, a multi-scenario solution provider, and a social responsibility practitioner, whereas TechCrunch constructs DJI as a global market leader, a high-value competitor, and an industry technology benchmark. At the meso level, both sources maintain consistent objective descriptions; however, DJI's self-presentation reinforces institutional authority through organizational references, while TechCrunch's portrayal links DJI to national identity through country-specific references. At the micro level, self-constructed discourse emphasizes abstract technology and value-oriented narratives, while other-constructed discourse focuses on concrete market performance and product capabilities. Based on these findings, the study proposes optimization strategies including strengthening innovation image communication, increasing data-driven arguments, and effectively leveraging narratives linked to national image, offering valuable insights for the international image construction of Chinese innovative technology corporations.

Keywords: corporate image; discourse analysis; corpus linguistics; technology innovation; media representation

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1. Introduction

Cross-cultural corporate communication by Chinese innovative-technology enterprises has attracted growing scholarly attention. Successful international engagement depends not merely on superior product capabilities but also on negotiated corporate images shaped by both organizational self-narration and foreign-media framing [1].

As a globally recognized civilian-drone manufacturer, DJI holds a leading share of the worldwide consumer-drone market and distributes its products across more than one hundred countries and regions. At the same time, DJI operates within a complex international media environment [2]. Its technical achievements have received broad recognition from the global technology industry; however, it has also faced recurring scrutiny regarding data security and regulatory compliance in certain markets. These observable contrasts reflect discrepancies between DJI's intended self-image and externally mediated public perceptions.

In this study, self-construction refers to purpose-driven representational work undertaken by an organization via its own official channels to advance preferred organizational identities [2]. Other-construction describes image representations produced by independent third-party actors such as news media, which are shaped by journalistic routines, audience expectations, ideological orientations, and broader contextual factors. Discrepancies between self-construction and other-construction constitute a critical theoretical concern: persistent misalignment may create reputational risk, impede cross-cultural stakeholder trust, and constrain firms' global market potential. Despite its practical significance, this issue remains under-explored for niche-sector Chinese high-tech firms.

This study selects DJI's international-website news outputs as the self-constructed corpus and TechCrunch's reports as the other-constructed corpus for empirical investigation [1]. It should be noted that TechCrunch represents a prominent Anglo-American technology-industry outlet focused on startups and tech-sector commercial dynamics; it cannot exhaustively represent "global public opinion", and this limitation is acknowledged explicitly within the methodology section.

This study aims to identify macro-level image divergences, meso-level discourse-strategy variations, and micro-level lexical-feature differences between DJI self-construction and TechCrunch-mediated other-construction [3]. It further seeks to interpret the institutional, media-industrial, and contextual drivers behind these discursive divergences, before deriving actionable communication suggestions for comparable Chinese innovative-technology enterprises.

Three explicit research questions guide the present inquiry:

RQ 1. At the macro level, what are the differences in core image dimensions between DJI's self-constructed image (international official website) and other-constructed image (TechCrunch media coverage)?

RQ 2. At the meso level, how do referential, predicative, and argumentative discourse-strategies differ between the self-constructed corpus and the other-constructed corpus when constructing corporate images?

RQ 3. At the micro level, what variations emerge in lexical preferences and linguistic features across the two corpora, and how do these linguistic patterns map onto divergent image-building goals?

2. Literature Review

2.1. Self-Construction and Other-Construction of Images

As the dual core of image construction, the interactive relationship and dynamic interplay between self-construction and other-construction have been central to academic inquiry, with findings spanning multiple domains including nations, cities, corporations, and social groups [4].

In studies on national and urban images, the comparative framework of self-construction and other-construction has been widely adopted. Research has indicated that national image perceptions are often shaped by external narratives, and strengthening autonomous narrative capacity is essential for balanced representation [5]. Further work has emphasized that national image emerges from the interplay of self- and other-construction, suggesting that collaborative and competitive engagement may support more integrated outcomes. In urban image research, analyses of public discourse have revealed discrepancies between locally articulated identities and externally perceived positions—for instance, in regional development branding. Comparative studies of media platforms have also identified variations in how cultural attributes and everyday life are foregrounded across different communicative channels.

Within corporate communication, empirical analyses of international media coverage have shown divergent framing patterns: certain regional outlets tend to highlight contributions to sustainable development and technological advancement, while others emphasize competitive positioning and value-driven market roles. A case

study of a leading electric vehicle manufacturer illustrates this contrast—self-presentations consistently foreground environmental stewardship and innovation leadership, whereas third-party coverage frequently centers on market dynamics and product affordability [4].

At the level of media discourse and textual representation, scholarship has examined disparities across institutional sources. Comparative analysis of news reporting has noted differences in human-centered versus structural framing approaches. Other work has proposed that documentary storytelling can foster shared understanding through empathetic narrative devices and granular, individual-level perspectives [6]. Additionally, cross-linguistic studies of literary translation have investigated how source-culture representations are refracted differently across target-language contexts.

A notable limitation across this body of work is its predominantly descriptive orientation: many studies document observable differences in image construction without adequately theorizing the underlying drivers [3]. Greater analytical attention is needed to clarify how institutional practices, communicative strategies, and systemic factors jointly shape divergences between self- and other-constructed representations.

2.2. Chinese Technology Corporates and Related Innovation Images

Research on the images of Chinese technology enterprises has predominantly centered on major firms such as Huawei and Alibaba, with attention focused on three principal themes: technological innovation, international perceptions, and social responsibility [7].

A comparative analysis of media coverage from major domestic and international outlets found that domestic reporting tends to emphasize integrity, collaboration, and accountability in portraying such enterprises, whereas international coverage often presents a more multifaceted depiction—positioning them simultaneously as industry leaders and actors embedded in geopolitical dynamics [7]. Further discourse-based examination revealed that certain foreign publications employ framing that conflates technological capability with political instrumentalization or systemic risk, reflecting underlying interpretive frameworks.

Studies addressing specialized sectors and innovation-related dimensions remain limited. One of the few investigations dedicated to DJI indicated that user discussions on domestic platforms associate the company with consumption upgrading, technological advancement, and national developmental aspirations. Another study applied cultural theory to drone technology, identifying technological innovation as central to how meaning is constructed around high-tech products. Additional cross-national analyses of media narratives on emerging technologies—including 5G infrastructure and new-energy vehicles—show that domestic reporting commonly highlights technical reliability and institutional backing, while overseas coverage frequently foregrounds geopolitical tensions and scientific uncertainty. Comparative assessments also suggest divergent emphases in narrative construction: domestic sources tend to foreground innovation, sustainability, and openness, whereas some international reports stress competitive intensity and market disruption.

However, existing scholarship exhibits notable gaps: first, despite DJI's global leadership in the civil drone sector, current research relies heavily on a single domestic platform and product-level interpretation, without systematic analysis of the company's official communications—including website content, annual reports, and corporate social responsibility disclosures—and without comparative examination against portrayals in major international media outlets [6].

2.3. Research Gap Synthesis

To sum up, existing literature confirms the utility of corpus-assisted discourse methods for corporate-image investigation and documents contrasting patterns of self-presentation and external representation across multiple corporate cases. Yet few empirical projects systematically examine niche-sector Chinese innovative-technology enterprises, and insufficient work integrates macro-level image dimensions, meso-level

discourse-strategy analysis, and micro-level lexical-feature analysis within a unified empirical workflow [3]. This study fills this gap by building two comparable corpora for DJI and applying the three-tiered macro-meso-micro analytical framework, thereby offering new empirical material and analytical insights for cross-cultural corporate-image scholarship.

3. Theoretical Framework

This study's theoretical foundation draws on Discourse-Historical Analysis, an approach that examines the interrelationship among language use, power relations, and ideological assumptions [8]. It operationalises analysis across three interconnected levels: identifying discourse themes, unpacking deployed discourse strategies, and inspecting concrete linguistic realisations. Building upon a corporate-image typology that distinguishes capability from social responsibility, this paper constructs a three-tiered "macro-meso-micro" analytical framework (Figure 1).

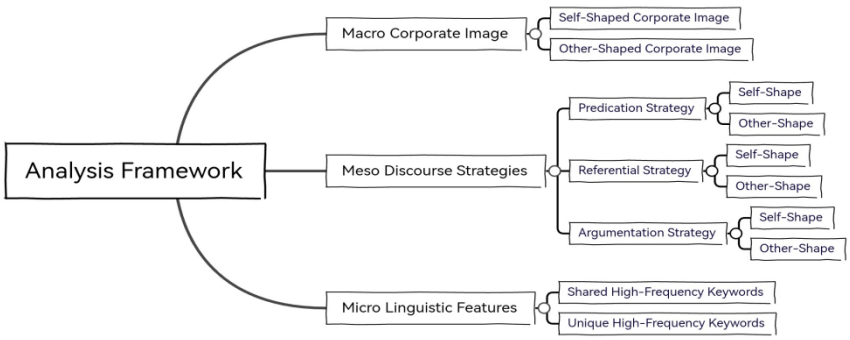

Figure 1. Analysis Framework

The macro level identifies corporate-image dimensions by interpreting semantic-domain outputs, mapping self-constructed and other-constructed corporate-image profiles [9].

The meso level analyses three core discourse strategies—referential, predicative, and argumentative—to trace divergent rhetorical pathways of image-building [10].

The micro level compares shared high-frequency keywords and corpus-specific unique keywords to reveal lexical-preference disparities between the two corpora [2].

4. Methodology

4.1. Case-Selection Justification

Single-case exploratory corpus-assisted discourse analysis is appropriate for this study [11]. DJI constitutes a theoretically informative case for three reasons. First, DJI is a globally leading Chinese civilian-drone high-tech enterprise with significant international market presence and well-documented regulatory challenges in Western markets, making discrepancies between self-presentation and external representation empirically salient. Second, unlike firms in telecommunications infrastructure or platform-based e-commerce, DJI operates in the specialized consumer drone hardware sector; this case extends existing research beyond frequently examined Chinese technology enterprises. Third, DJI maintains publicly accessible English-language official website news archives, and TechCrunch provides extensive industry-focused coverage, enabling the construction of two corpora of comparable size. Although findings are grounded in the DJI case, the analytical framework and resulting communication recommendations hold transferable relevance for other Chinese innovative-technology firms.

4.2. Corpus-Source Justification

The self-constructed corpus comprises official news releases from DJI's international website (April 2010–December 2025), collected programmatically. Following manual

genre filtering, only official press releases, corporate news articles, and social responsibility reports are retained; product manuals, firmware upgrade guides, and SEO-oriented buying guides are excluded to ensure genre consistency [12]. The final self-shaping corpus contains 747 articles, comprising 17,427 lexical types and 353,308 tokens, covering product launches, technological innovation announcements, and corporate social responsibility initiatives.

The other-constructed corpus consists of TechCrunch articles retrieved using the search term "DJI" over the same time period. Articles are retained only when DJI is a central or major subject of discussion; those mentioning DJI incidentally, aggregating multiple unrelated topics, or falling outside the technology domain are excluded. The cleaned corpus comprises 513 articles, with 18,771 lexical types and 311,643 tokens [13]. TechCrunch is a U.S.-based technology industry publication targeting startup ecosystem stakeholders—including investors, tech consumers, and industry observers—and thus represents one specific instance of Anglo-American tech media discourse on DJI, not a comprehensive reflection of global or Western media perceptions; this limitation is explicitly acknowledged in all interpretive analysis.

4.3. Analytical Instruments & Operational Protocols

This study employs a mixed-methods quantitative-plus-qualitative workflow. AntConc 4.3.1 is used for keyword extraction, word-frequency statistics, and collocation analysis. Wmatrix 7 performs semantic-domain annotation and log-likelihood (LL) calculation. Log-likelihood measures statistical divergence between target-corpus and reference-corpus semantic-domain distributions. While an LL value exceeding 6.63 corresponds to $P < 0.01$ statistical significance for individual semantic categories, a higher empirical threshold of LL > 200 is applied here to identify substantively prominent semantic domains within these large corpora. Qualitative Discourse-Historical Analysis interpretation is applied to semantic-domain outputs, keyword lists, and quoted text excerpts to unpack macro-image profiles, meso-discourse strategies, and micro-linguistic features. Divergences are interpreted through the lens of media-industry routines, institutional-organizational logics, and geopolitical-economic contexts.

5. Findings and Discussion

This study identifies similarities and differences between the self-shaped corpus (DJI's international official website) and the other-shaped corpus (TechCrunch.com, retrieved using "DJI" as the search term) across three dimensions: macro-level corporate image, meso-level discourse strategies, and micro-level linguistic features.

5.1. Macro-Level Corporate Image

Semantic-domain outputs and word-cloud visualizations were generated for both corpora using Wmatrix 7. Domains with LL > 200 (Table 1, Table 2) were tabulated to summarize the corporate image holistically. High-frequency collocations were then identified using AntConc 4.3.1 to support contextual interpretation.

Table 1. Semantic Domains with LL > 200 in the Self-shaped Corpus

Rank	Domain Code	Frequency	Frequency%	Log-Likelihood (LL)	Domain Name
1	Q4.3	828	0.95	2344.91	The Media: TV, Radio and Cinema
2	O3	588	0.68	1832.65	Electricity and electrical equipment
3	M5	481	0.55	1450.29	Flying and aircraft
4	C1	875	1	1351.38	Arts and crafts
5	I3.2+	202	0.23	630.49	Professional
6	O2	1055	1.21	587.88	Objects generally
7	O4.1	556	0.64	484.41	General appearance and physical properties
8	N1	1669	1.92	456.7	Numbers

9	A1.5.1	449	0.52	447.53	Using
10	N3.3	301	0.35	435.59	Measurement: Distance
11	K3	146	0.17	362.54	Recorded sound
12	L2	423	0.49	361.69	Living creatures: animals, birds, etc.
13	S7.1+	758	0.87	355.4	In power
14	X4.2	485	0.56	350.37	Mental object: Means, method
15	X9.1+	304	0.35	332.39	Able/intelligent
16	Y1	244	0.28	331.95	Science and technology in general
17	N3.3+	183	0.21	316.59	Distance: Far
18	I1.3	241	0.28	316.57	Money: Cost and price
19	A12+	192	0.22	304.42	Easy
20	Y2	270	0.31	281.43	Information technology and computing
21	S8+	777	0.89	277.91	Helping
22	Q1.3	186	0.21	255.56	Telecommunications
23	O1.3	139	0.16	233.06	Substances and materials: Gas
24	A5.1+	475	0.55	229.56	Evaluation: Good
25	G3-	58	0.07	216.66	Anti-war

5.1.1. Self-Shaped Corporate Image

By comparing the self-shaped corpus with Wmatrix 7's built-in online platform corpus, several key semantic domains were identified (Table 1). After manual removal of semantic-domain misrecognition caused by function words and webpage markup noise, the results were mapped onto a two-fold corporate-image classification framework emphasizing technical capability and societal contribution [4, 6].

High-log-likelihood semantic domains X9.1+ (Able/intelligent), Y1 (Science and technology in general), and Y2 (Information technology and computing) support DJI's self-presentation as a leader in technological innovation. The official website highlights independently developed products and industry-advancing breakthroughs—for example, "DJI's first variable aperture action camera [9]. The Osmo Action 6 departs from the conventional fixed-aperture design of action cameras, enabling users to select among multiple aperture modes..." (DJI Official Website, 2025-11-18). As the first action camera featuring variable aperture, the Osmo Action 6 advances beyond conventional design parameters, reflecting DJI's focus on innovation that expands functional boundaries.

Semantic domains including Q4.3 (The Media: TV, Radio and Cinema), O3 (Electricity and electrical equipment), and M5 (Aerial platforms and flight systems) reflect the breadth of DJI's product applications, positioning the company as a provider of integrated solutions across diverse operational contexts. The prominence of Q4.3 arises from DJI's emphasis on aerial imaging applications in media production rather than generic references to the media sector [8]. For instance: "How the Chamonix–Mont-Blanc PGHM utilizes the DJI FlyCart 30 for mountain operations...On the slopes of Mont-Blanc, the aerial platform enables faster response, extended reach, and enhanced operational effectiveness." (DJI Official Website, 2025-12-12). "Shenzhen, Nov. 27, 2015—DJI announced the launch of an intelligent agricultural application platform." (DJI Official Website, 2015-11-27). "DJI announced the launch of an intelligent agricultural application platform...The eight-rotor Agras system supports payload capacities exceeding 10 kilograms of liquid and covers seven to ten acres per hour—more than 40 times the efficiency of conventional manual methods." (DJI Official Website, 2015-11-27). These examples connect M5 (Aerial platforms and flight systems) to specific use cases—including emergency response and precision agriculture—and employ quantitative performance indicators (e.g., payload capacity, coverage rate) to illustrate cross-context deployment of aerial hardware.

Although occurring at lower raw token frequency, semantic domains S8+ (Supporting communities) and G3- (Peace-oriented initiatives) exhibit high log-likelihood values, indicating intentional discursive alignment between DJI's technological offerings

and socially beneficial outcomes, thereby reinforcing a self-image grounded in responsible innovation. For example: "DJI, a global leader in civilian aerial imaging and intelligent platform technologies, collaborated with the UN Food and Agriculture Organization (FAO) to mark the 43rd World Food Day...DJI's agricultural application platforms contribute to advancing sustainable food production and optimizing water resource management." (DJI Official Website, 2023-10-16).

5.1.2. Other-Shaped Corporate Image

Systematic observation and analysis of Table 2 reveal three primary images of DJI shaped by external contexts: a global market leader, a high-value competitor, and an industry technology benchmark.

Table 2. Semantic Domains with LL > 200 in the Other-Shaped Corpus

Rank	Domain Code	Frequency	Frequency%	Log-Likelihood (LL)	Domain Name
1	**L2**	**3770**	**1.03**	4900.45	Living creatures: animals, birds, etc.
2	I2.1	2662	0.73	3304.88	Business: Generally
3	M5	1655	0.45	3043.14	Flying and aircraft
4	Y2	1765	0.48	2058.62	Information technology and computing
5	O3	1179	0.32	1779.16	Electricity and electrical equipment
6	I2.2	2134	0.58	1297.97	Business: Selling
7	Y1	1108	0.3	1179.48	Science and technology in general
8	O2	3676	1	1069.9	Objects generally
9	I1.1	1359	0.37	743.85	Money and pay
10	Q4.3	865	0.24	652.36	The Media: TV, Radio and Cinema
11	T2+	1679	0.46	612.81	Time: Beginning
12	C1	1533	0.42	572.87	Arts and crafts
13	A1.5.1	1272	0.35	532.94	Using
14	X3.2+	340	0.09	527.22	Sound: Loud
15	I1.3	703	0.19	454.7	Money: Cost and price
16	Q1.3	543	0.15	373.02	Telecommunications
17	T3-	1369	0.37	344.86	Time: New and young
18	I4	466	0.13	340.39	Industry
19	M3	1465	0.4	329.87	Vehicles and transport on land
20	S7.3+	227	0.06	268.22	Competitive
21	N5++	1831	0.5	250.72	Quantities: many/much
22	N3.2+	838	0.23	248.99	Size: Big
23	Q1.2	1762	0.48	229.21	Paper documents and writing
24	X9.1+	683	0.19	207.01	Able/intelligent
25	T1.1.3	1624	0.44	202.95	Time: Future

Business-oriented semantic domains I2.1 (Business: Generally), I2.2 (Business: Selling), and S7.3+ (Competitive), together with quantity- and size-related categories N5++ (Quantities: many/much) and N3.2+ (Size: Big), sustain the "global market leader" framing [8]. Media reports indicate that DJI, based in Shenzhen, commands more than 70% of the global market, a position that has persisted even as regulatory restrictions have intensified in certain regions. Such coverage consistently positions DJI as an industry giant through its dominant market share.

Meanwhile, statements noting the difficulty of building a drone that is both high-performance and affordable enough to rival DJI's popular and pervasive models, combined with the I1.3 (Money: Cost and price) semantic domain, construct an image of DJI as a "high-value competitor." For example, reviews highlight that the Mavic Air 2's camera is exceptional considering the price of the drone, and that DJI has ushered

technical innovation into the mainstream with its popular Phantom series of off-the-shelf drones, offering enhanced gyro-stabilization capabilities and significantly extended flight duration at a digestible cost. These examples reflect a consistent focus on DJI's pricing advantage, as value for money remains a core concern for consumers and investors alike.

Simultaneously, semantic domains such as M5 (Flying and Aircraft) and Y2 (Information Technology and Computing) validate DJI's technical prowess, reinforcing its image as an "industry technology benchmark." For instance, reviewers have noted that despite rigorous stress testing—including pushing drones to their operational limits—the Mavic 3 has demonstrated remarkable resilience, with its latest version featuring upgraded capabilities such as detecting objects at both greater distances and closer ranges. Similarly, the DJI FPV has been described as combining the best available technology for a hybrid drone, capable of flying like a racer, hovering like a traditional drone, accelerating like a custom-built project, and stopping faster than comparable models. These advancements underscore how DJI's relentless pursuit of engineering excellence, spanning intelligent obstacle detection and versatile hybrid flight performance, solidifies its reputation as the definitive technology benchmark of the drone industry.

These three externally constructed corporate images complement one another, jointly reflecting external stakeholders' overall perception and evaluation of the company's market position, product strategy, and technological strength [4, 11].

It is worth noting that the top-ranked L2 (Living creatures: animals, birds, etc.) category arises from automatic semantic-tagging misclassification, whereby drone-flight-related lexical items are erroneously assigned to animal or bird semantic categories. This automated tag is not interpreted as substantive "living-creature-theme" discourse; instead, collocation analysis is employed to disambiguate such algorithmic artefacts.

5.2. Meso-Level Discourse Strategies

This study adopts three core discourse-strategy categories—referential, predicative, and argumentative—for detailed analysis. Referential strategies construct and distinguish group identities, shaping cognitive frameworks and evaluative stances; predicative strategies convey attitudinal orientations through the attribution of characteristics and qualities to subjects; argumentative strategies serve to justify or challenge evaluative attributions. This focused analytical framework balances theoretical rigor with methodological feasibility.

5.2.1. Referential Strategy: Institutionalization Vs. Nationalization

Within the self-constructed corpus, "DJI" appears with high frequency, often accompanied by its full name to reinforce institutional identity and authoritative positioning. For example: "DJI, the world's leader in civilian drones and creative camera technology, today introduces the DJI Zenmuse L2." This third-person, impersonal phrasing constructs an independent, professional organizational image, distinguishing the entity from conventional commercial brands and strengthening perceived credibility.

In contrast, external discourse frequently alternates among the brand name "DJI", generic commercial references ("the firm", "the company"), and geographically anchored labels ("Chinese company", "Chinese drone maker"). Illustrative instances include: "The news comes as a pretty massive blow to DJI. The 14-year-old Chinese company has been an utterly dominant force in the drone category. Here in the States, it commands an estimated 77% of the market," and "But the rapid ascent of Chinese drone maker DJI pushed Airware to pivot out of hardware sales and toward drone data collection and analysis services." Such referential variation reflects a common framing pattern in Anglo-American technology reporting: associating corporate capability with national origin, thereby implicitly situating the brand within broader narratives of technological development.

5.2.2. Predicate Strategy: Positive Declarations Vs. Objective Descriptions

The predicate strategies in the self-curated corpus predominantly employ positive evaluative language, with high-frequency verbs such as "launch", "lead", and

"breakthrough". For instance, one statement asserts that a company leads the drone industry in developing safety technology and education, continuing that tradition by setting higher expectations for itself, its competitors, and regulators. The active verb "lead" proactively conveys technological leadership without reliance on external validation. Positive attributes are further reinforced through adjectives like "advanced" and "innovative".

In contrast, external technology reporting favors neutral descriptive verbs—such as "dominate", "account for", and "compete"—grounding claims in observable market-performance indicators rather than internal corporate appraisal. Here, "objectivity" denotes rhetorical stance, not absence of framing. For example, one report states that a company overwhelmingly dominates drone manufacturing and sales, while another notes that a competitor finds it increasingly difficult to compete amid market entry by the same firm—thereby indirectly signaling corporate strength through competitive positioning and market outcomes.

5.2.3. Argumentative Strategy: Value Narrative Vs. Data Support

DJI's self-constructed argumentative logic follows the chain "technological advantage → multi-scenario application → social-public benefit", assembling persuasive value-oriented case narratives. For instance, the P4P V2.0 integrates advanced OcuSync transmission technology to enable high-resolution, low-latency digital video transmission, while reducing propeller noise by up to 60% compared with its predecessor. Users engaged in professional or recreational first-person-view operations can directly connect the device to compatible DJI Goggles, delivering an immersive FPV flying experience. By anchoring value claims in quantifiable performance improvements, DJI reinforces the credibility of its socially oriented narrative. Such integrated storytelling bridges the gap between technical capability and societal relevance, cultivating a public perception of DJI as a socially embedded innovator rather than a purely hardware-focused enterprise.

In contrast, the argumentative approach emphasizes empirical benchmarks and comparative analysis, relying on market-share indicators, competitive positioning, and real-world adoption patterns to substantiate DJI's industry leadership. Market data indicate that DJI holds a dominant position in the global consumer drone sector, with estimates consistently placing its share near 70 percent amid growing competition from emerging manufacturers—particularly those based in China. Similarly, evaluations of DJI's Action camera line highlight its functional competitiveness against established alternatives, noting feature sets that influenced subsequent iterations of rival products [2]. These assessments ground claims about DJI's standing in observable metrics and documented user uptake, prioritizing evidentiary rigor over normative framing.

5.3. Micro-Level Linguistic Features

This study employed Wmatrix 7 to extract keywords, excluding function words, numerals, and URL-based terms [4, 8]. The top 40 substantive words from each corpus were retained and ranked by frequency to generate keyword lists. Ten shared high-frequency keywords were identified across both corpora (Table 3), and ten unique high-frequency keywords per corpus were isolated, resulting in Table 4.

Table 3. Shared High-Frequency Keywords

Shared High-Frequency Keywords	Self-shape		Other-shape	
	Rank	Frequency/%	Rank	Frequency/%
dji	1	1.7	3	0.33
camera	2	0.42	6	0.17
drone	3	0.31	1	0.64
mavic	25	0.1	9	0.09
video	10	0.23	11	0.12
flight	7	0.02	23	0.07
pro	9	0.2	31	0.06

aerial	12	0.17	36	0.05
drones	14	0.16	2	0.36
technology	26	0.16	16	0.11

For shared keywords, consider the corporate name "dji": it ranks first in self-shaping discourse with a frequency of 1.7%, markedly exceeding its third-place ranking (0.33% frequency) in other-shaping discourse. This disparity reflects the strategic priority in organizational self-narration to anchor product- and service-related discourse firmly to brand identity, whereas third-party journalism balances brand-name mentions with broader category vocabulary.

The core product term "drone" achieves rank 1 (0.64%) in TechCrunch reports, where the product category itself serves as the principal news topic; within DJI's self-discourse, brand reference logically precedes product-category terminology [3].

Functional terms such as "camera" and "video" appear more frequently in self-shaping discourse (0.42%, 0.23%) than in other-shaping discourse (0.17%, 0.12%). This suggests self-shaping discourse foregrounds specific product capabilities, communicating technical specifications and practical utility through granular hardware descriptions, while third-party discourse emphasizes market-level performance of product categories and requires less detailed functional elaboration.

Positioning terms such as "aerial" and "pro" occur more frequently in self-branding than in third-party branding, indicating an active emphasis on professional attributes and application contexts; external branding employs such terms more sparingly, favoring objective description over value-laden reinforcement (As shown in Table 4).

Table 4. Unique High-Frequency Keywords

Shared High-Frequency Keywords	Self-shape		Other-shape	
	Rank	Frequency/%	Rank	Frequency/%
dji	1	1.7	3	0.33
camera	2	0.42	6	0.17
drone	3	0.31	1	0.64
mavic	25	0.1	9	0.09
video	10	0.23	11	0.12
flight	7	0.02	23	0.07
pro	9	0.2	31	0.06
aerial	12	0.17	36	0.05
drones	14	0.16	2	0.36
technology	26	0.16	16	0.11

Table 4 further highlights the functional divergence between self-branding and third-party branding. These distinctive terms are not incidental but reflect deliberate linguistic choices aligned with distinct communicative goals. Self-branding's high-frequency keywords include "osmo," "mic," "battery," and "power," which serve to delineate the brand's product architecture, enabling users to readily distinguish product types and technical configurations. For instance, "osmo" denotes handheld stabilizers, and "mic" refers to wireless audio capture systems. This strategy cultivates exclusive recognition of the product ecosystem through proprietary terminology, reducing potential confusion with competing offerings.

In contrast, high-frequency keywords in external branding center on commercial and identity labels such as "company," "companies," "startup," and "chinese," alongside other business-oriented descriptors. These terms do not denote specific products but instead signal the organization's commercial profile and regional affiliation. This pattern aligns with the primary aim of externally shaped discourse: interpreting DJI's corporate role—its developmental trajectory as a startup, its geographic origin, and its positioning relative to peer enterprises—consistent with third-party media's emphasis on institutional narratives rather than technical particulars.

The self-shaped term "creators" (0.13%) signals an intentional effort to foster and define the user community, whereas externally constructed terms such as "robotics" and "hardware" situate DJI within wider technology sector classifications, underscoring the conceptual divide between commercial framing and industrial categorization.

5.4. Underlying Drivers of Discursive Divergence

Drawing upon a conceptual framework that examines the interplay among language, power, and social positioning, this subsection interprets why the above-documented macro-meso-micro divergences emerge, avoiding simplistic cultural-deterministic explanations.

First, organisational-institutional logics shape self-construction. DJI's official-website discourse fulfils corporate-strategic-communication objectives: it must showcase technological innovation capability, demonstrate versatile real-world-solution capacity, and exhibit corporate-social-responsibility credentials to global stakeholders (investors, business partners, consumers). Therefore its discourse prioritises proprietary-product vocabulary, positive evaluative predicates, and value-chain-oriented case-narratives [10, 12].

Second, media-industry and audience logics govern TechCrunch's portrayal of external entities. TechCrunch is a commercial tech-news outlet targeting investors, startup practitioners, and tech-product consumers [10]. Its editorial routines naturally prioritise market-share data, cost-performance comparisons, and entrepreneurial-firm trajectories, which explains the prevalence of commercial-domain semantic-tags and market-oriented lexical items. Labelling non-Western high-tech firms with national-origin identifiers also reflects common journalistic framing conventions in international tech reporting. These divergences are not reducible to cultural value differences alone.

Third, broader geopolitical-economic contexts exert background-level influence on representation [10]. Amid intensifying global technological competition, portrayals of major Chinese tech enterprises inevitably occur within this wider contextual field. Even ostensibly neutral commercial-industry reporting does not operate entirely independently of such structural frameworks, which partially explains the recurrent use of national-identity referential tags when TechCrunch discusses DJI.

6. Conclusion

Using a corpus-assisted DHA-informed mixed-methods design, this study contrasts DJI's official-website self-constructed corporate image and TechCrunch-mediated other-constructed corporate image across macro, meso, and micro analytical dimensions.

Both corpora acknowledge DJI's outstanding products and technological competence. Yet discursive divergences are evident: self-construction projects "a technology-innovation leader", "a multi-scenario-solution provider", and "a social-responsibility practitioner"; other-construction predominantly frames DJI as "a global-market leader", "a high-value competitor", and "an industry-technology benchmark". At the meso-strategic level, self-discourse favours institutional-referential labelling, positive evaluative predicates, and value-driven argumentation; other-construction employs national-origin-linked reference, neutral descriptive predicates, and comparative data-centred reasoning. At the micro-linguistic level, self-shaping prioritises proprietary-product-series vocabulary and value-narration lexical resources, while other-shaping foregrounds commercial-sector vocabulary and national-identity markers. These disparities emerge from interacting organisational-strategic logics, media-industry editorial routines, and wider geopolitical-economic contexts.

This study yields integrated theoretical and practical implications. Theoretically, it supplements corpus-driven corporate-image scholarship by operationalising a complete three-tiered macro-meso-micro DHA-based comparative analytical framework for self-construction and other-construction research, provides fresh empirical evidence regarding niche-sector Chinese innovative-technology enterprises beyond well-researched cases such as Huawei and BYD, and moves past mere documentation of image

discrepancies to unpack multi-layered institutional, media-industrial, and geopolitical drivers behind discursive misalignment, strengthening explanatory insights into power-related dynamics within corporate reputation discourse. Practically, its empirical outputs offer actionable reference for Chinese innovative-technology enterprises undertaking cross-cultural international communication: firms should recognise potential gaps between internal self-positioning and external media framing, integrate verifiable market-performance metrics into official narratives to enhance rhetorical credibility, and balance technical-focused content with market-oriented application materials to better resonate with overseas media and global stakeholders.

However, this study possesses clear limitations. First, the other-constructed corpus is limited to a single Anglo-American tech-industry outlet (TechCrunch); it cannot capture the full breadth of global-media representations of DJI. Future research may expand multi-source media corpora including mainstream general-interest news outlets and non-Anglophone-language media. Second, the present analysis focuses exclusively on textual discourse; multimodal semiotic resources (images, video, infographics) on corporate websites and news platforms are not analysed. Multimodal corpus-assisted discourse analysis constitutes a promising subsequent research direction. Third, this paper examines static archived news-text corpora; future work could trace longitudinal shifts of self-/other-construction alongside changing geopolitical-regulatory events.

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