

Abstract of thesis entitled From "Saint" to "Cooperator": The Analysis of Changes in Role Model Report in China (1960-2004)

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(ABSTRACT)

This study applies quantitative methods to exploring an important topic, Role Model Reports, in the field of communication research in China. This study discloses, for the first time, a picture of changes that have occurred to RMR in the past 44 years, and also provides information about changes in the communication environment.

For the sampling process, 61 pieces of RMR were selected and then coded one by one. The data reveals a changing pattern of RMR. After examining existing data analysis of communication environment, we found that communication environment changes are powerful predictors for the changes in patterns of RMR.

After testing a new theoretical frame and a set of hypotheses, we find that shifting patterns of RMR is closely connected to communication environment changes. Thus, the proposed theoretical frame and hypotheses are supported. and we believe these research findings are meaningful. Further deliberation of conceptualizations of other independent variables and analysis of existing data on the of RMR are suggested for future studies.

Key words: Role Model, Role Model Report, Changing pattern of Role Model Report, Propaganda Goal, Communication Environment Change.