

Abstract of thesis entitled **Nationalism behind the Coverage of Gold Medal: A Comparative Analysis of Olympic Reports in Mainland China and Hong Kong Newspapers**

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Abstract

This study analyzes how newspapers in Mainland China and Hong Kong reported Olympic gold medal winners, to see whether nationalism exists in the Olympic reports of Chinese newspapers. Nationalism of the Olympic reports is investigated on an affective and power level with the aim at examining the representation of “us” and “others” in the coverage of Olympic. A comparison has been made between the Olympic reports of Mainland China and Hong Kong newspapers on nationalism and visibility and the degree of nationalism over time.

With the use of quantitative approach, news on the 1996, 2000, and 2004 Olympic gold medal winners of the two Mainland China Newspapers, the People’s Daily and Yangcheng Evening News as well as two Hong Kong Newspapers, Apple Daily and Ming Pao Daily was examined by content analysis. The coded data was

analyzed in detail with descriptive statistics and multiple regression analysis.

Results indicated that nationalistic bias does exist in Chinese newspapers. Both Mainland China and Hong Kong newspapers were more nationalistic towards local winners than winners of other countries but the degree varied between the two areas. Differences in media system and market level of the media have altered the way Olympic gold medal winners were reported. The effect of time was not that significant in Hong Kong newspapers but was quite significant in Mainland newspapers.