Abstract of thesis entitled **Atypical Cultivation Analysis on Perceived City Image: The Case of Zhuhai Audience Survey.**

Submitted by Yang Guang, M-A1-6360, for the degree of Master of Arts at the University of Macau in June 2003.

(ABSTRACT)

This study explores a new topic, city image, in the field of communication research. At the descriptive level, the current study discloses, for the first time, the picture of perceived images of Zhuhai and Macao in the minds of Zhuhai residents, and also provides information about media use pattern of the Zhuhai audience.

With the multi-stage cluster sampling process, over one thousand of Zhuhai subjects were randomly selected and then interviewed face to face. The survey data was treated with SPSS, the statistic software for social science, and frequencies, factor analysis and multiple regression were applied.

It reveals that Zhuhai residents hold a fairly positive image of both Zhuhai and Macao, and in a multiple channel message system, the local media are still the major source through which they learn about their hometown and neighboring Macao. At the explanative level, it finds that media attention and media credibility are much more powerful predictors for perceived city image than that of media

exposure. After testing a new atypical Cultivation Analysis model and a set of hypotheses, we do find that people's first-order city images (specific impressions), are closely connected with their second-order city images (general perceptions and acceptance of city symbols). The proposed model and hypotheses are partially supported. We believe these findings are meaningful both academically and practically. And the more deliberated conceptualization of both dependent and independent variables and a content analysis of media message system are suggested for further studies.

Key words: **City image, cultivation analysis, media use patterns, audience survey, interpersonal communication**