Abstract of thesis entitled **From Press Agentry to Public Information: Analyzing Coverage of Public Health Crises in China's Newspapers.**

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## (ABSTRACT)

The study explores an interesting topic, the special development trend of Chinese media's since the 1980's. At the descriptive level, the current study, for the first time, consults the theory of PR to analyze the development of Chinese media.

The author chose "the four models theory of PR" as defined by J. Grunig. According to the characteristics of Chinese media's operation, the author chose the first two models—the press agentry model and the public information model in this thesis.

The management strategies and tactics adopted by a PR department when a crisis event happens have been looked at as the best platform upon which to verify PR operation skill. Correspondingly, this thesis focuses on public health crises as the examples from which to analyze the development of China media's operation. The focused examples are Hepatitis A, happened to Shanghai in 1988 and SARS, happened to Guangzhou in 2003.

The methodology in the study is content analysis; the author selected the Shanghai Evening and Yangcheng Evening as the focused media. After testing the reports of the two local newspapers on the two health crises events, the author found that the standpoint of Chinese media's operation during crisis events has no substantial change, while, the operational level became gradually more professional from the Hepatitis A report to SARS report. The proposed model and hypotheses are partially supported.

This thesis not only provides a new method or theory to study Chinese media's

operation since the 1980's, but also helps the followers to predict the future of the development of China's media. We believe these findings are meaningful both academically and practically.

Key words: **Press agentry model, public information model, Chinese media's operation, public health crisis**