Globalizing Macao: News Frame and English Language Press in Macao

Abstract

This research is an ethnographic analysis of the news frame and news production in an English-language newspaper in Macao with a particular focus on the influence of globalization of news. It depicts through a newsroom study how Macao is globalized into the English language news placing emphasis on the newsroom routine, news beat and story ideation. This globalization of Macao news is further illuminated by an analysis of news translation — how local events and local news are endowed a global meaning and significance through a series of translations among Chinese, Portuguese and English. The study sets an inquiry of transitional Macao from a Portuguese colony to "Oriental Las Vegas" or a model of "one country two systems" from a unique perspective of news frame and globalization.

The study broadens the perspective of news frame and news production. The analysis of the news translation found that even though Macao has been handed over to PRC in 1999 and under the 'one country two system' administration by PRC since then, the ideological transformation is not evidenced as no ideological terminology is found in both source text or target text. The copy-writer and the editor therefore rarely made special efforts on the adaptation of ideological terms to the mainstream ideology of PRC. On the other hand, a significant discrepancy is discovered in the culture values between Chinese, Portuguese and Anglo-Australian that results in the difference in the thinking of news values and saliently influences the news frame. Also, the analysis of organizational structure and newsroom layout structure reveals the influence of globalization in the newsroom. The transitional Macao is in the quandary of struggling between transformation into individualistic society and

preservation in collective society

The research also reexamines the role of globalization in news production and the formation of news frame. First, the news frames are no longer influenced solely by news production; the globalization effect has been proven to be intertwined between the news production and news frame. Gaye Tuchman (1972, 1973, 1978) argues that news frame was actually unconsciously constrained by the natural operation of world order—time and space. Here the research provides solid findings that news frame has been unconsciously constrained by human instinct— culture and language. Through the news translation in the English language media organization, multi-lingual information can be transmitted between cultures and the world. Second, the research discovers the obvious 'glocal' phenomenon in the English language newspaper. The local news and events are still the backbone of the news and Western journalistic writing is part and parcel in the globalized news frame. Only by taking the balance between global and local, can the news frame be globalized. It is the key to enhance the participation in the world. Third, from the structure of the newspaper layout, it supports the domination of international news and further supports the argument of 'Western imperialism' today.

The analysis also shows the important role of bilingual journalists in the process of globalization of news frame. The adaptations of English language, Western journalistic style, global story ideas and global audience have begun to take place in the stage of news translation by the bilingual journalists. The role of the foreign copy-writer is to further crystallize the global conceptions of English journalism. The analysis of newsroom structure of the newspaper further indicates that the globalization process needs co-operation between the local and global journalistic personnel. For the reason of globalizing the news frame, the newspaper has to put

emphasis on both local Macao news and World news. It shows the 'glocal' effect.

Key words: news production, news frame, news routine, news beat, story ideation, language adaptation, Macao press, English press in Macao,globalization, glocalization