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**Framing *Ao Man-long's* Corruption Scandal: A
Comparative Analysis of Macao and Hong Kong
Newspapers Coverage of *Ao Man-long's* Corruption Scandal**

by

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Abstract

This study examines the coverage of *Ao Man-long's* corruption scandal by comparison of major newspapers in the five Macao newspapers and Hong Kong newspapers, namely *Macao Daily News* and *Jornal Va Kio* of Macao, *Ming Pao Daily*, *Oriental Daily* and *Apple Daily* of Hong Kong. It aims to investigate how different newspapers framed *Ao Man-long's* corruption scandal in different ways.

By virtue of the quantitative content analysis methodologically and news framing theoretically, the study finds evidence that characteristics of the scandal coverage and frame use in newspapers from two regions share some similarities but have significant differences. Macao newspapers framed *Ao Man-long's* scandal in a less critical way and shed the light on Macao government's determination to combat corruption with concentration on the case alone. Hong Kong newspapers, in reverse, criticized Macao government far more than their Macao counterpart did and focused on the negative impact the issue brought. Furthermore, Hong Kong newspapers sang high of Hong Kong's competence in combating corruption compared to Macao counterpart and indicated the existed possibility in potential scandal. News is more likely to interpret sensationally among Hong Kong newspapers.

This study implied that the discrepancies of media systems, the level of marketization of media industry and journalistic norms, might explain the significant disparity in frame use between Macao newspapers and Hong Kong newspapers.

Furthermore, this research proposed five frames: "nature frame", "initiation

frame”, “causal frame”, “involving extent frame” and “sensational frame”, which enrich scandal framing studies.

Key words: Frame; Frame use; *Ao Man-long* corruption scandal; Macao; Hong Kong

