

ABSTRACT

Basing on the research of Macao's cultural quality and analysis of the text named < The Beautiful Street> which is one of the columns of <Macao Daily> supplement, this paper illustrates the relationship between <The Beautiful Street> which has the "leisure and self " expression and Macao's cultural quality which has calm style. <The Beautiful Street> provides a new model to the public space in Macao by using its own unique way ,and also identifies itself with Macao at the same time.

The whole text is divided into four chapters. In the first chapter, I mainly do the research of the two factors that constitute Macao's cultural quality, which are the traditional Chinese Confucian culture and the characteristics of Portuguese colonial rule. In the second chapter, I will describe that there is some epoch-phase like in the expression of literature spirit between <The Beautiful Street> and essay in mainland China in 1930 through its detailed classification and interpretation. In the third chapter ,I will explore <The Beautiful Street> as the public-face creativity has highlighted the ideology in the popular culture undertone. In the last chapter, I will discuss <The Beautiful Street> in its unique style has provided a new possibility to the public space of Macao and expressed its cultural identity with the city.

Key word : < The Beautiful Street> **Macao Culture Quality**

Essay Public space