

ABSTRACT

News coverage is an essential component for the candidates in a modern election campaign to get public awareness and ultimately gain voters' support in the poll. In this study, a content analysis was conducted to examine the news coverage of the 2005 Election of the Legislative Assembly of the Macao SAR among three local Chinese newspapers: *Macao Daily News*, *Jornal Va Kio* and *Shemin Daily*. The results showed that political bias, although not very serious, existed in these three newspapers as each took a favourable standpoint towards a particular camp. *Macao Daily News*, considered a pro-government newspaper tended to favour the conservative camp which exerts influence on the community while *Jornal Va Kio*, considered a neutral newspaper, tended to favor the democratic camp and *Shemin Daily*, associated with the camp representing the gaming industry, tended to favour the latter.

Keywords: political bias, objectivity, fairness, election news, newspaper news, favouritism.