

**Abstract of thesis entitled “The Macao Journalists’ Perception of the Media’s Role”**

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**Abstract**

The significance of this thesis is to discover the pattern of Macao journalists’ perception of the media’s role and it intends to examine the factors which influence their perceptions. It is the first survey of all qualified Macao journalists inquiring into their perceptions of the media’s role. All information is first-hand material that has never appeared in former studies

The survey was conducted in 2005. 98 Macao Journalists from Chinese, Portuguese and English newspapers (print media); Chinese and Portuguese wireless TV station and Radio (broadcast media) were invited to answer the questionnaires.

The respondents could select the value of importance of 5 types of media roles: “information dissemination”, “interpretative”, “monitor”, “serve the public”, “adversary”. The hypothetic influential factors include: “individual characteristics”, “organizational factors”, “media industry”.

The results of the data demonstrated that Macao journalists’ most important perceived media role is “information dissemination”, the second most important one

is “monitor”, the third most important one is “interpretative”. The least important perceived media role is “adversary”, the second least important one is to “serve the public”.

Another significance of this thesis is to discover the trend of difference between Macao and the other Chinese societies. With respect to the most important (“information dissemination”), the Macao journalists’ selection is same as the other Chinese societies. Aside from the role of “information dissemination”, the Chinese societies perceive the role of media differently. The pattern of Macao journalists’ perception of the media’s role displays characteristics of both Mainland China and Hong Kong.

Finally, the variables of “individual, organization and media industry” have only a weak influence on the perceived media roles. This result is the same found by from the survey of Lo et. al. (2004).