

Abstract

Both media literacy and media participation focus on the notion of citizens' empowerment. This thesis aims to explore the relationship of the two concepts. Also, the impact of media use and media evaluation on media literacy and media participation has been investigated. Data collected from random telephone interview in Macao shows that two dimensions of media literacy, media knowledge and media skill, exerts direct influence on media participation. Besides, different patterns of media use impact on media literacy and media participation distinctively. At the same time, the influences of media evaluation on media literacy and media participation are opposite: negative related to the former, while positive to the latter. What's more, the dimensions of media skill and media efficacy have been proven to exert influence as mediators between media use and media intention.