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**Interpersonal Communication Pattern, Information  
Processing and Media Evaluation:  
Analysis of Beijing audience  
on the eve of the 2008 Olympics**

Submitted by

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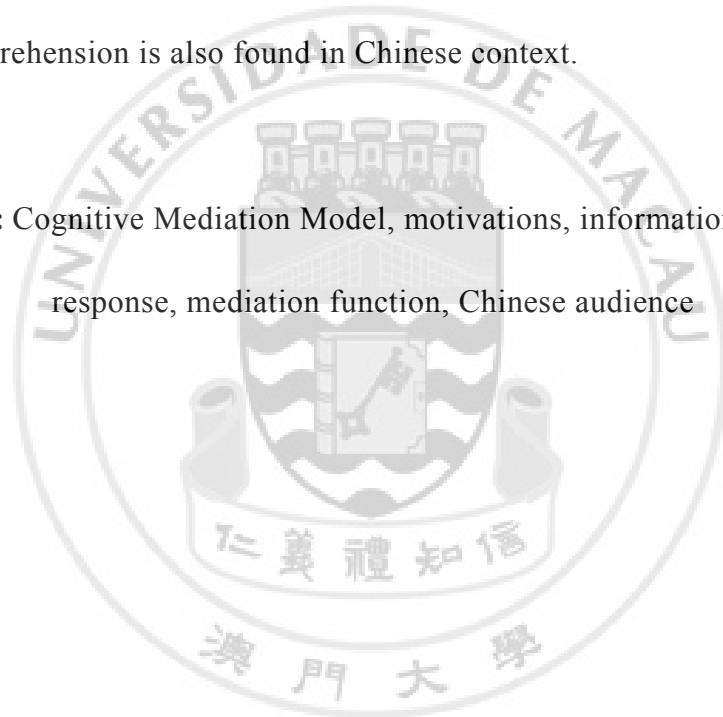
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## **Abstract**

Based on the Cognitive Mediation Model, this paper extends the effort of constructing complex models of media effects by focusing on the role of personal characteristics, information processing and response of media in Chinese context. Distinct from previous research, this study employed some variables what are seldom discussed before (e.g., political interest & news processing skills). Results supported the Cognitive Mediation Model mostly, while distinctive founding that beyond comprehension is also found in Chinese context.

**Key words:** Cognitive Mediation Model, motivations, information processing, response, mediation function, Chinese audience



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