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**Framing Study of China Image  
in *Der Spiegel* from 1978 - 2008**

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## Declaration

I declare that the thesis represents my own work, except where due acknowledgement is made, and that it has not been previously included in a thesis, dissertation or report submitted to this University or to any other institution for a degree, diploma or other qualification.

Signature: \_\_\_\_\_



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## Abstract

This study examined the coverage of China in *Der Spiegel* from 1978 to 2008, applying both qualitative and quantitative analysis. Results show that despite the annual number of China-report increases, the average length of individual article doesn't enjoy the same trend. Besides, more than half of all the words describing China are derogatory. Lastly, this study finds three phases of China's representation: potential ally (1978-1988), isolated barbarian (1989-1996) and threatening partner (1997-2008). This study also discusses some possible factors that may affect the reporting of China: trade relation, political involvement, ideological stereotypes and cultural misunderstanding.

**Key words:** China Image, Content Analysis, *Der Spiegel*, Framing Analysis,



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