



澳門大學

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FACULTY OF SOCIAL SCIENCES AND HUMANITIES

**Framing Google Withdrawal from China Issue
A Comparative Study of Newspaper Coverage in Chinese
and Hong Kong Newspapers**

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DECLARATION

I declare that the dissertation here submitted is original and 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 qualifications.



Signature_____

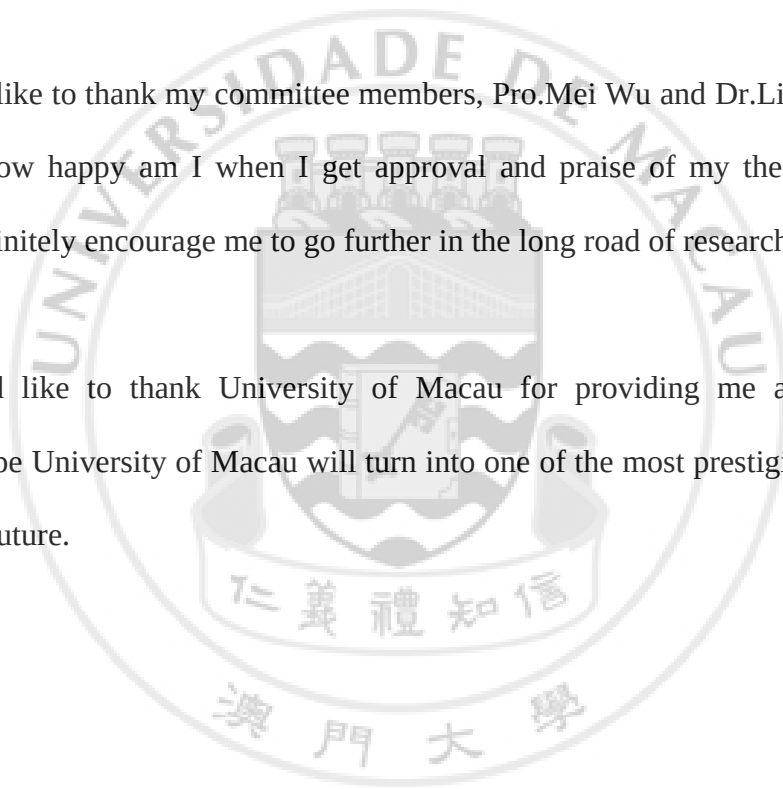
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ABSTRACT

In this paper, the authors conduct content analysis in Chinese and Hong Kong newspapers in terms of Google's withdrawal issue. In mainland China media market, *Guang Ming Daily* is selected to represent party newspaper, *Beijing News*, *Xin Min Evening News* and *Southern Metropolis Daily* are selected to represent market-orientation newspapers. Meanwhile, in Hong Kong media market, *Apple Daily* and *Oriental Daily* are selected to represent mass-appeal newspapers, *Ming Pao* and *Sing Tao Daily* are selected to represent elite newspapers. The results indicate that due to different media system, when reporting sensitive political events, Chinese and Hong Kong newspapers tend to use different news frames. Due to different geographic media ecology, the presences of news frames within the four Chinese newspapers are different. Similarly, because of different newspaper types and media ownership, the presences of news frames in the four Hong Kong newspapers are also varied.

Key words: comparative framing analysis, Hong Kong media environment, Chinese media market, geographic media ecology, Google's withdrawal

TABLE OF CONTENTS

DECLARATION	I
ACKNOWLEDGEMENTS.....	II
ABSTRACT.....	III
1.Introduction.....	1
1.1 Background.....	1
1.2 Research Significances	2
2 Literature Review	3
2.1 Conceptualization of Frame.....	3
2.2 Frame Producing Mechanism.....	4
2.3 A Retrospect to Previous Comparative Cross-national Studies of Framing	11
2.4 Media Structure in Mainland China: a Liberal Pluralist Perspective	14
2.4.1 Media Liberalization under Authoritarianism: State Power and Market Power	14
2.4.2 Geographical variations and Media ecology: Guangzhou-Style, Beijing-Style and Shanghai-Style Journalism.....	17
2.5 Hong Kong Media Ecology after Handover : Re-nationalization, Internationalization and Localization	26
2.5.1 Newspapers in Hong Kong	33
3. Research Questions and Hypotheses.....	36
4.Methodology	40
4.1 Identifying frame in the news, an inductive and deductive synthetically perspective	40
4.1.1 Frames refined through deductive approach.....	42
4.1.2 Frames refined through inductive approach.....	43
4.2Date Collection	49
4.3 Analysis Method.....	50
4.4 Inter-coder Reliability	51
5.Results	51
5.1 Cross-regional news frame comparison	53
5.2 Source cited in Chinese and Hong Kong newspapers.....	59

5.3 Comparison within Chinese newspapers	63
5.4 Comparison within the four Hong Kong newspapers	66
6.Discussion and Conclusion	70
6.1 The variations of media performance in Chinese newspapers: geographic feature matters ...	71
6.2 The struggle of Hong Kong media after the handover	73
6.3 A focus on news source- media type, sponsorship and culture matter.....	73
7.Suggestions on further research	75
Bibliography	77

