

Complex Roles of Chinese media: Regional Variation of Party Newspaper's Attitudes towards Government Agencies

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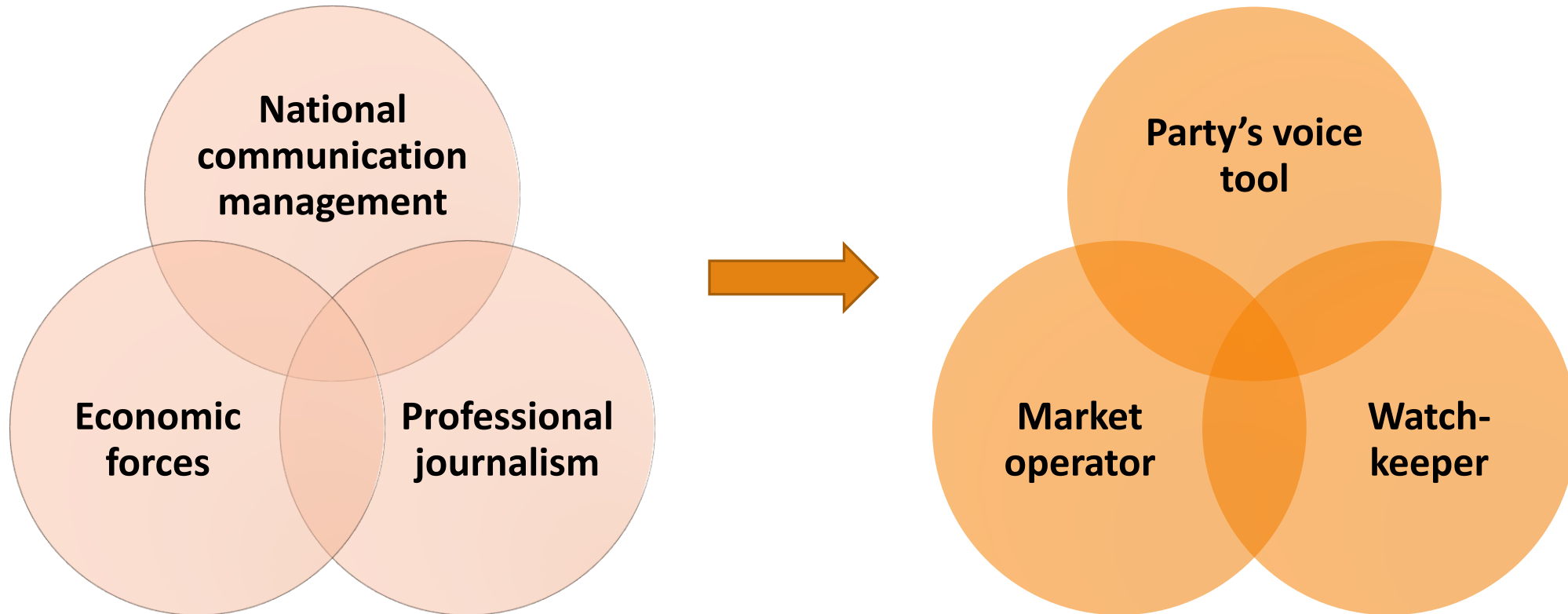


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Introduction: Complex roles of Chinese media



Hypotheses

- National communication management system and the supervision conducted by the Party are key factors that influence Chinese media's news production.
- City-level party newspapers are more critical on district level or township level governments than city-level ones.

Methods

● Samples

This article chooses Beijing Daily and Guangzhou Daily as research objects, because Beijing and Guangzhou are representative in political control, penetration of market economy, and media development.

615 reports in Beijing Daily , 709 reports in Guangzhou Daily, in total of 1324 reports

● Variables

According to the research, the data were divided into three parts: expression forms, emotion propensity, and content attributes.

Main Findings

Through analyzing the characteristics of the reports related to governments in Chinese Party newspapers, we found significant differences between different levels of governments in terms of

edition arrangement

emotional tendency

information source

reported strength

role evaluation

● **Edition Arrangement of the Party Newspaper for the Reports Related to Different Levels of Governments**

the higher the levels of government are, the smaller the edition numbers of reports will be, in other words, media will give the more important positions to the higher levels of governments

Beijing Daily		Guangzhou Daily	
	Edition Position		Edition Position
The Highest Levels of Governments	-.198 ^c	The Highest Levels of Governments	-.156 ^c

Notes: ^ap <.05, ^bp < .01, ^cp<.001.

● **Emotional tones of the reports related to different levels of governments**

	Positive	Negative	Neutral
Central and Provincial Government	80 (35.4%)	23 (10.2%)	123 (54.4%)
Municipal Government	382 (43.2%)	79 (8.9%)	423 (47.9%)
County-level Government	148 (62.2%)	27 (11.3%)	63 (26.5%)
Grass-root Government	30 (52.6%)	15 (26.3%)	12 (21.1%)

Notes: The numerical values in the table are the number of the reports in certain emotional tones related to certain government level; the percentage is the number of reports in certain emotional tones in the number of all reports related to certain level of governments.

● **Comparison of the emotional tendencies between the reports of Beijing Daily and the reports of Guangzhou Daily**

	Positive	Negative	Neutral
Beijing Daily	384 (62.5%)	52 (8.5%)	178 (29.0%)
Guangzhou Daily	217 (30.6%)	85 (12.0%)	407 (57.4%)

Notes: The numerical values in the table are the number of the reports with certain emotional tendency in certain newspaper; the percentage is the number of reports with certain emotional tendency in certain newspaper in the number of all reports in certain newspaper.

Discussion

- National media management system is the key factor affecting Chinese media's news production.
- Reports of Party newspapers are overall affected by national communication management system, there are also differences among the media in different areas in news production.

Thank you!