What's My Image in Your Reports. Edition No. 1

Description: Over the decades, media has been acting as a means of transmission of information. This function of the media has further been strengthened by an environment created by the worldwide integrated economy. Consequently, international news coverage has become a trend, especially when it comes to the same topic - issue being reported about by media from different countries. This then raises the question of how these media from different countries reflect the same news events. Are the news values influenced by worldwide integration or national culture? This book, therefore, provides a comparison of international news coverage by two authoritative newspapers, i.e. The New York Times and the People's Daily, from the United States and from China respectively. The comparison is based on both the quantity of the news coverage and the quality of the topic of news, the style of writing, cultural differences as well as the foreign relations of the two countries. This analysis sheds light on research into international news coverage from both the Eastern and Western cultural background, and should also be useful to professionals in the media and communication fields.

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