

## Naming and framing: A comparative study of news content on china in Hong Kong and Taiwan's newspapers (1977-2017)

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### Abstrak

This research utilizes quantitative content analysis to explore how Hong Kong and Taiwan, two societies that are closely linked with China in geopolitics, use different China's namings in their news reports, what the implications are, and what the different changes are in different periods. This research regards the media's naming of China as part of the framing package, and explores how Hong Kong and Taiwan, as different discourse communities, construct different China's namings (including: China, the CCP, the mainland, etc.) with varying meanings in different periods. This study collected a total of 2,771 samples of news reports on China in Hong Kong and Taiwan from 1977 to 2017. The results found that between the two periods, 1977- 1997 and 2007-2017, there were very significant differences and changes in the way various Chinese appellations were used in the news content of Hong Kong and Taiwan. The use of these names not only conveys the different evolution of relations with China, but also relates to the development of identities within societies in Hong Kong and Taiwan.