

MASTER'S THESIS

TV news anchor's & audience's perception of journalistic professionalism in Hong Kong

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**TV news anchor's & audience's perception of
journalistic professionalism in Hong Kong**

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**A Dissertation
Submitted in Partial Fulfillment of the Requirements
for the Degree of
Master of Arts in Communication**

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ABSTRACT

Journalistic professionalization is a topic of rising concern in the journalsite filed. TV news anchors are the people at the frontline reporting important events to the public, they are totally accountable to the general population. Professional anchors are thus, need to grasp comprehensively about their roles in order to finish their job appropriately, correctly and also ethically.

Scholars suggested different frameworks to study journalistic professionalism of anchors. Summarizing scholars and researcher's contributions, a theoretical framework consist of three major levels namely ideology level (professional ideologies), cognitive level (journalistic knowledge) and behavior (professional skills) levels was selected to study journalist professionalism perceived by TV news anchors and audiences in Hong Kong.

Through identifying and comparing the perceived journalistic professionalism of anchors by audiences and TV news anchors in Hong Kong, it is hoped that findings of this study could serve as a guide to the news industry in Hong Kong regarding the development of journalistic professionalism of anchors.

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