

MASTER'S THESIS

The power of framing on political crises: scandals of Mr. James To Kun-sun and Ms. Chan Yuen-han

Cheng, Shuk Man

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**The Power of Framing on Political Crisis:
Scandals of Mr. James To Kun-sun and Ms. Chan Yuen-han**

Cheng Shuk Man, Amy

**A Dissertation
Submitted in Partial Fulfillment of the Requirements
for the Degree of
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Supervisor: Dr. Steve Guo

**School of Communication
Hong Kong Baptist University**

**Hong Kong
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ABSTRACT

This study addresses the frames and the power of framing in the political crises by examining two scandals on two candidates in the recent Hong Kong Legislative Council Election 2004: Mr. James To Kun-sun and Ms. Chan Yuen-han. It adopts a theoretical approach and illustrates framing as a political strategy for crises management, helps to generate different “camera angles” for the general public through media. Content analysis research method is used in this research to analyze the headlines and articles reported by four Hong Kong newspapers’ coverage on these two issues from 23 August to 22 September 2004. Statements from governmental bodies (if any) and reactions from corresponding political parties are also be explored. The study hopes to find out how and in what ways political crises were framed, whether the ideological orientation of a newspaper has constituted any perspectives on the way the scandals were being reported, and the meaning of framing towards the general public.

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