

## MASTER'S THESIS

### The political economic analysis of Guangzhou Daily Newspaper Group under power resources model: a case study

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**The Political Economic Analysis of Guangzhou Daily  
Newspaper Group under Power Resources Model:  
A Case Study**

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**A thesis submitted in partial fulfillment of the requirements  
for the Degree of  
Master of Philosophy**

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Abstract

Under the marketization, China's print media have changed greatly in mid and late 1990s. It becomes more diversified than ever before. The mass appeal newspapers occupied more and more market in the process of resources reallocation. However, although the Party organs do not dominate the market any more, the political and ideological controls over the media are still as tight as before.

In this thesis, I introduce a power resources model and try to explain the current changes of China's media reform. The case study of Guangzhou Daily Newspaper Group before and after its establishment of newspaper group is used as an application of my model. It is found that Guangzhou Daily newspaper group, a party organ, started deviating from the power dimension with profit-making, but come back later to this dimension when it realised the political ideological constraints and tensions, the competitions with local and overseas media groups, the accession of WTO and the challenge of media technology. In the relationship between power and resources, political power is still dominant role to manipulate ever development of China's media. On the resources dimension, Guangzhou Daily Newspaper Group boldly carried out reforms on its operational and organizational levels, such as adopting the modern media management from the western countries, renovating the traditional Party journalism, creating strategies to break political ideological controls etc., so as to gain more resources allocation in the market. From the macroscopic perspective, these activities could be regarded as a process of popularization for the Party organs. But they dare not touch the reform down to the institutional level. The Party and government as the dominated power controlling over the media operation and management has never been changed. To some extent, these reforms are intended by the Party and government to rescue the Party organs from the marketization. In fact, in the last two decades, most of China's media caught every golden opportunity to seek for resources accumulation, As the result, these changes on resources dimension would largely affect on the changes of power resources relationship, especially the changes on the power dimension. Moreover, such changes of power resources relationship would arouse newly-round media reforms and are impacting on political aspects of media operation, including content, editorial policy, personnel appointment and attempt to push the ideological limits with a multitude of strategies.

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