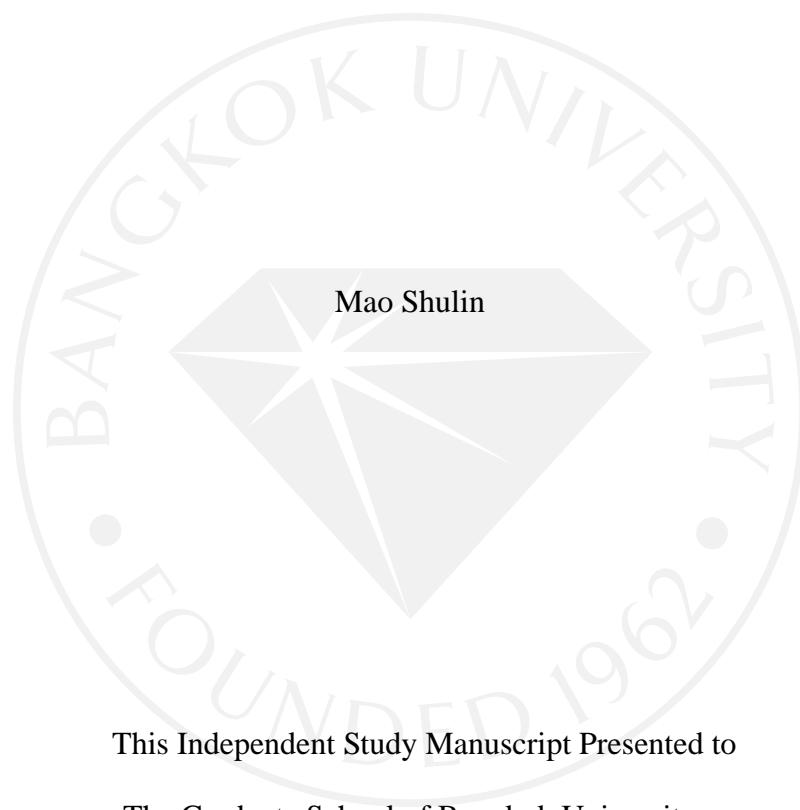


A STUDY OF CCTV VERSUS INTERNATIONAL MEDIA

REPORTING OF CHINESE DISASTER, AN ANALYSIS OF THE TIANJIN DISASTER



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This Independent Study Manuscript Presented to
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A Study of CCTV Versus International Media Reporting of Chinese Disaster, An
Analysis of The Tianjin Disaster (60 pp.)

Advisor: James Gomez, Ph.D.

ABSTRACT

This research compared the news coverage of Tianjin explosion accident in 2015 from Chinese media and international media. This paper aim investigated CCTV reporting Chinese disaster and international media reporting of Chinese disaster, international media including analysis BBC and CNN. Different media has different position and different viewpoint, this study explore the difference between CCTV and international media in reporting Chinese disaster, to survey the reliability of CCTV reporting disaster accident.

In recent years, the most severe accident is Tianjin explosion disaster. Tianjin Disaster has killed more than one hundred people and has several hundred people injured. This study through analysis this disaster news report to comparison. Overall, this study demonstrates the Chinese state media reliability. Moreover, find the disadvantage of Chinese media, absorb good experience from other international media.

Keywords: CCTV, International media, Tianjin explosion, Reporting disaster

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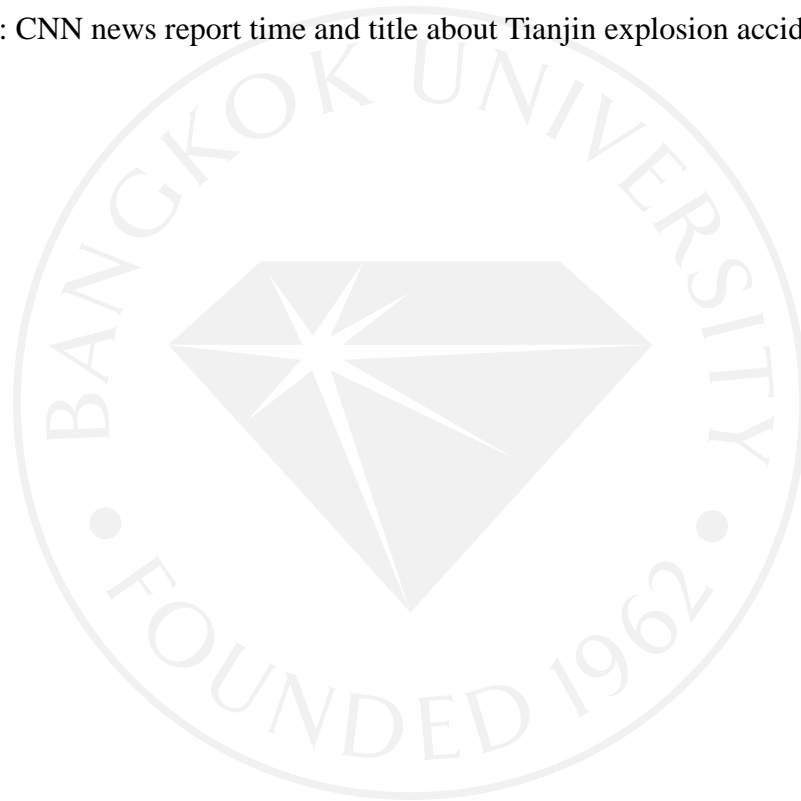
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CHAPTER 1

INTRODUCTION

This chapter is the introduction of this research. This study is investigated the reporting of Chinese disaster, the main contrast Chinese media and international media in reporting of Tianjin disaster.

1.1 Disaster reporting in China

Disaster is a serious disruption of the functioning of a community or a society involving material, widespread human, environmental or economic losses and impacts, which exceeds the ability of the affected community or society to cope using its own resources. China is a big country, every day may happen variety of disaster. Then Chinese media will play an important role, the most important Chinese media is CCTV. CCTV needs to report the disaster situation, casualty and the reason of disaster to Chinese people. Certainly, with Chinese development of economy, China becomes more and more important in the world. Any disaster accident in China would attract international media attention. Contrary to the response of international media, the performance of Chinese media was more controversial and cautious (Luther & Zhou, 2005). Many disaster accidents have taken place over the years in China, such as SARS, the Wenchuan earthquake, as well as the recent bombing of the Tianjin. At the initial stage of the SARS crisis, the Chinese government chose secretiveness over openness, and controlled the media coverage of SARS. During the period from 12 February to April, 2003, the most Chinese media were virtually silent about SARS (Benoit & Zhang, 2005). After the Chinese government changed its attitude to SARS, and began to control the spread of the epidemic and provided nationwide treatment, Chinese media just began to significantly increase the coverage about SARS

(Beaudoin, 2007a). Another severe disaster event is Wenchuan earthquake, occurred on May, 2008. This severe earthquake (512 Earthquake hereafter) took the lives of over 6.9 thousand people. This disaster also attracted nationwide attention in China and has intensely covered by the Chinese media (Yang, 2010). SARS is occurred in 2003, Wenchuan earthquake is happened in 2008. Five years, Chinese media development has some changes. A number of Chinese observers suggested that Chinese media coverage of the 512 Earthquake was significantly different from the coverage of SARS (Yang, 2010; Cai, 2008; Hang, Quan & Du, 2008). Chinese media reporting on disaster accident is faster, more comprehensive and more transparency.

1.2 Background: Tianjin Disaster

The Tianjin disaster is a series of explosions that killed over one hundred people and injured hundreds of others occurred at a container storage station at the Port of Tianjin on Wednesday, 12 August 2015. The first two explosions occurred within 30 seconds of each other at the facility, which is located in the Binhai New Area of Tianjin, China. Fires caused by the initial explosions continued to burn uncontrolled throughout the weekend, repeatedly causing secondary explosions, with eight additional explosions occurring on Saturday, 15 August. As of 12 September 2015, 173 people are confirmed to have died from the explosions, and 797 others have been injured. According to the Tianjin government, many with extensive injuries were mostly from burns and explosive blast injuries. Over a thousand firefighters were on scene, 95 of whom have died. One surviving firefighter, a 19-year-old named Zhou Ti, was found on the morning of 14 August. The death toll of the incident, which also includes 11 police officers, is reported to be the worst for Chinese front line responders since the founding of the People's Republic of China in 1949. The

following table is timeline of Tianjin explosion:

Table 1: Timeline of Tianjin explosion

Time	
12 August, 2015 22:50	Fire broke
12 August, 2015 23:34:06	The first explosion occurred
12 August, 2015 23:34:36	The second explosion occurred
13 August, 2015 01:45	The surrounding enterprises occurred secondary explosion
13 August, 2015 02:05	The fire has been controlled, two firefighters were missing
13 August, 2015 03:01	Nearby the center explosion area has continuously explosion
13 August, 2015 12:30	Firefighters were carry out overall control

1.3 Media Development in China

Due to the Chinese history, Chinese media development has five stages altogether. The first stage is media market exploration period, the second stage is realized that the media is a tool for transmitting information, the third stage is media become a standard communication tool, the fourth stage is the media development environment get better, the fifth stage is recovery period of media economic. In early 1992, Deng Xiaoping published a talk proposing a complete transformation to market economy, which is a turning point to the rapid commercialization of mass media. Now the Chinese media is in the sixth stage --- The new media active period (Zhou, 2009). Mass communications is a course that covered multiple areas of integrated discipline,

is the science of social information systems and operating principles. And therefore, it can serve as our understanding of social, as well as various economic and cultural phenomena of theoretical tools. New media is a rapidly growing industry and it's influenced every aspect in human life. In 1978, during the aftermath of the Cultural Revolution, CCP leader Deng Xiaoping (1905–1997) adopted an “open-door policy”, which was an essential element of China's economic reform process (Ho, 2011). This policy is not only encouraged and promoted foreign trade, but also increased the foreign capital investment, new technology and promotes new media development.

The new media would promote the Chinese journalism development, along with the Chinese development and progress. In Media Company, rise a lot of media companies in China. Rank first is CTV which controlled by CCTV. The second is Huayi media, one of the most successful private media company. The third is SMG, the larger provincial radio and TV media in China. In television, CCTV is People's Republic of China one of the state television, all of the programs is broadcast via satellite. They have most audience in mainland China. It include 45 channels of CCTV, is the world's largest number of TV channels. CCTV news is Chinese most important news program. CCTV-1, CCTV-13 for broadcast at seven o'clock every night, local satellite channel will simultaneously broadcast. And later broadcast on the ‘weather forecast’ and the ‘focus interview’, it's CCTV's most important news time. But reports matters mainly to government public opinion. CCTV has almost ten thousand employees. CCTV has irreplaceable advantages in mainland China, according to statistics, CCTV audience more than 900 million, it has a great impact and widely. Not only in China, CCTV covering more than 120 countries. CCTV-4 covers overseas Chinese audience more than 15 million households. CCTV-9 oversea household

reached 43.5 million households. In this study, the mainly is focus on CCTV-1.

CCTV-1 is also the Chinese people mainly news channel, even in some remote areas is the only source to receive information (CCTV agency, 2015). In 2014, the CCTV-1 is top one in Chinese TV ratings. The follow table is Chinese TV ratings chart in 2014.

Table 2: Chinese TV ratings chart in 2014

Rank	Channel	Rating	Rank	Channel	Rating
1	CCTV-1	5.17	26	Hubei TV	0.75
2	Hunan TV	4.65	27	Guangdong TV	0.75
3	CCTV-Children	4.12	28	Shenzhen TV	0.74
4	CCTV-6	3.46	29	Jiangxi TV	0.74
5	CCTV-3	2.90	30	CCTV-music	0.73
6	CCTV8	2.90	31	Guizhou TV	0.72
7	CCTV-News (Chinese)	2.84	32	Henan TV	0.65
8	Shandong TV	2.72	33	Hebei TV	0.63
9	Jiangsu TV	2.61	34	Fujian TV	0.61
10	CCTV-4	2.16	35	Yunnan TV	0.58
11	Hunan Cartoon TV	1.87	36	CCTV-Record	0.56
12	Zhejiang TV	1.59	37	Chongqing TV	0.54
13	Anhui TV	1.52	38	Shanxi TV	0.44
14	CCTV-5	1.49	39	Guangxi TV	0.41
15	CCTV-12	1.24	40	Shanxi TV	0.38
16	Sichuan TV	1.24	41	Jilin TV	0.31

(Continued)

Table 2 (Continued): Chinese TV ratings chart in 2014

17	Beijing TV	1.08	42	Neimenggu TV	0.21
18	Liaoning TV	1.05	43	Qinghai TV	0.16
19	CCTV-10	1.01	44	Xizang TV	0.16
20	Dragon TV	1.00	45	Xinjiang TV	0.15
21	CCTV-7	0.93	46	Ningxia TV	0.12
22	CCTV-11	0.91	47	Gansu TV	0.10
23	CCTV-2	0.90	48	Travel Channel	0.04
24	Heilongjiang TV	0.82	49	Xiamen TV	0.04
25	Tianjin TV	0.81	50	CCTV-News(English)	0.02

From this table this study found the CCTV-1 has most viewers in China. CCTV-1 is the flagship terrestrial television channel of CCTV in the People's Republic of China. The terrestrial signal of CCTV-1 is free across China. However, due to some copyright restrictions (some sports event live such as World Cup, Olympics, foreign programmers and Asian Games). The Chinese government control CCTV-1 news broadcast, all news which may threaten government will be filter out.

1.4 International Media (BBC and CNN)

In international media, there are many influential media channel, For instance, CBS of Colombia, NHK of Japan, ABC and CNN of America and BBC of Britain. All of these media channels are provides an international broadcasting service, the news press all has representative views. Especially, the most two influential international media undoubted it's the Britain media BBC, and the America media CNN. Hence, in this research chose BBC and CNN. The British Broadcasting Corporation (BBC) is

the public-service broadcaster of the United Kingdom, headquartered at Broadcasting House in London. It is the oldest national broadcasting organization in the world. It's founded in ninety years ago, 18 October, 1922. And BBC is the largest broadcaster in the world by number of employees. BBC has over 20,950 staffs in 2014-2015. If including part-time, flexible as well as fixed contract staff, the total number is 35,402. Before the United Kingdom ITV and the United Kingdom independent radio establishment, BBC has been the United Kingdom's only television and radio broadcasting company. It is a statutory corporation, is an independent from direct government intervention, with its activities being overseen by the BBC Trust. Today BBC is not only a worldwide high profile media, also provides various other services, including books, newspapers, English teaching, a Symphony Orchestra and the Internet news service. The BBC's services and program around the world, BBC provides comprehensive online services, TV and radio in Arabic and Persian, and broadcasts in 28 languages. BBC news has a quarter of a billion people around the world are tuning into the BBC's global news service every week. According to statistics from 2011, household has 350 million homes, 1.7 million hotel rooms and approximately 74 million viewers per week. Chinese TV don't have BBC channel, because BBC is foreign television, all of channels were native channel. But in January 2006, BBC Chinese website founded in China. Chinese people can read online news in the BBC Chinese-language website. The World Service, World News and the website bbc.com/news - reached 256m people each week, a rise of 7% or 16.6m. According to the BBC figures, around the world, one in every 28 people is a viewer, listener or reader of BBC global news. According to the BBC official expenditures statistics, the total cost is 4,896 million in 2012-2013. There has 13.7% were spent on

radio, the largely expenditure were spent on television, has 50.5% (BBC agency, 2015).

The Cable News Network (CNN) is an American basic cable and satellite television channel that is owned by the Turner Broadcasting System division of Time Warner. CNN was launched in June 1, 1980. CNN was the first television channel to provide 24-hour news coverage, and was the first all-news television channel in the United States. CNN has a great influential in American people (CNN agency, 2015). As of August 2010, CNN is available in over 100 million U.S. households. Broadcast coverage of the U.S. channel extends to over 890,000 American hotel rooms, as well as carriage on cable and satellite providers throughout Canada. CNN has more than 4,000 staffers broadcasting to 260 million audiences. CNN was the first cable news channel to break the news of the September 11 attacks in 2001. This report caused a stir. CNN's current weekday schedule consists mostly of rolling news programming during daytime hours, followed by more in-depth news and interview programs during the evening and primetime hours. Globally, CNN programming airs through CNN International, which can be seen by viewers in over 212 countries and territories. CNN is the same as BBC. CNN also has Chinese Websites of CNN in China. early in December 2010, CNN's Website was blocked in mainland China, but on December 17, 2010 restore access, until now also can access the CNN, but some reports sensitive content has been blocked. For instance, some comments against the Chinese government or too bloody pictures and so on.

1.5 Problem Statement

The words and deeds of media are very important. When reported an event that should be comprehensive inspection, discover the matter the root, and keep news is

real situation feedback to people. This is basic literacy and is also very important. The standard of Journalistic truth expert opinion abounds on what constitutes a truthful news account. At the minimum there appear to be three concepts that underlie the notion of truth in reporting. First, and most obvious, the reporting of a story must be accurate. Second, in addition to being accurate, a truthful story should promote understanding. The third criterion for a truthful article is that it be fair and balanced. (Louis A, 1997). News media accountability touches upon a range of ideas about news media responsibility, quality control, and audience and stakeholder relationships. Essentially, accountability refers to the normative idea as well as to practices associated with implementing that idea that news media should publicly take responsibility for the quality and consequences of their reporting, taking professional and societal norms and expectations into account (McQuail, 2010). China is a big country, so all kinds of disasters often occur. Some disasters are man-made, some disasters are natural disasters. Now the people are still deeply remembered the great Tangshan earthquake, Tiananmen Square self-immolation incident and the Wenchuan earthquake. One recently disaster, Tianjin explosion accident was mentioned above. This paper will analyze how the Chinese media coverage Tianjin explosion accident, how the BBC and CNN reports of Tianjin explosion accident. Through analysis the news of Tianjin explosion accident, to comparing the difference between CCTV and international media in reported Tianjin explosion accident. For this reason, this study is exploring CCTV versus international media reporting of Chinese disaster. The mainly is through analyze Tianjin explosion disaster to conduct contrast. Due to the above rationale and explain, the research develops the following problem statements:

Q1: How did CCTV report on Tianjin explosion disaster?

Q2: How did international media (BBC and CNN) in report Tianjin explosion disaster?

Q3: What is the difference between CCTV and International media (BBC and CNN)?

Q4: Which media is more reliable?

1.6 Scope of Study

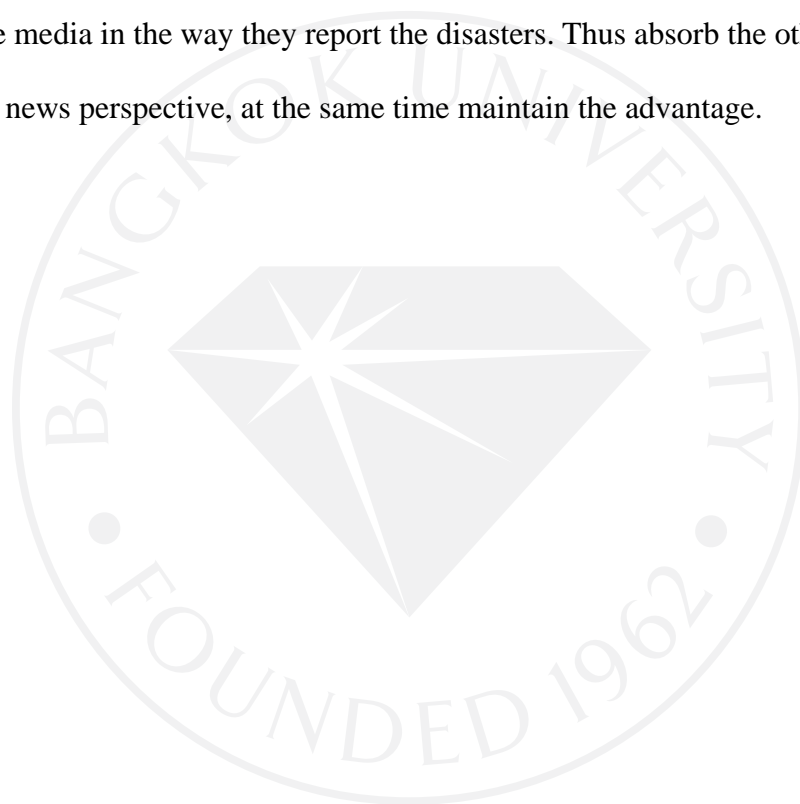
In this study the research object is CCTV and international media, this paper choose CCTV-1, BBC news and CNN news. The case study is on Tianjin explosion disaster. The paper examines how CCTV-1 covers the Tianjin explosion, and how the international media covers the Tianjin explosion disaster. The CCTV-1, BBC news and CNN news mainly report which aspects of Tianjin disaster, CCTV and international media how to evaluation Chinese government. These media were how to evaluate Tianjin accident, through these sections to analysis the news of Tianjin disaster, thereby to compare the difference of Chinese media and international media in news reporting.

1.7 Significance of the study

The past studies commonly concentrate on analyzing specific rules regulating different journalistic practices. The most of studies are investigated the Chinese media industry or news report, or just investigated the international media news report. However, little research has been conducted to contrast the Chinese media and international media in reporting Chinese news. In this study, rather than contrast the normal news, it's comparison Chinese disaster news. The selected media all has a great influence in the international media.

In this study is investigating Chinese media or international media reporting in

Chinese disaster which one is more reliable. This study starting point is discovering national media coverage and international media reports Chinese disaster, and to discover national media coverage of the disaster to know what is lacking of the news report. Foreign media reports whether it is objectively and real, what's the strength of foreign media report. The aim of this study is to discover how the Chinese media covers the disaster in the news. And to recognize the strengths and weakness of the Chinese media in the way they report the disasters. Thus absorb the other countries' distinct news perspective, at the same time maintain the advantage.



CHAPTER 2

LITERATURE REVIEW

This Chapter is aims to provide a summary of the past studies on Chinese media, including Chinese media instantly message and CCTV. The other studies were about BBC and CNN of international media and disaster reporting. This chapter explores the principles, concepts, and the related theories to develop the theoretical framework.

2.1 A summary and synthesis of past studies

Media coverage of national and international crises often attracts a great deal of attention in the field of communication (Constantinescu & Tedesco, 2007; Luther & Zhou, 2005; Tian & Stewart, 2005; Yang, 2012). The Chinese media play an important role in informing the Chinese public about the social situation and values, and in building the trust of citizens in social organizations (Yang, 2014). The Chinese government started to adjust its media policy, in the early 1980s (Huang, 2003). Structurally, even if Chinese media are still categorized as government departments and party evangelist, such as the CCTV, People's Daily and Xinhua Daily, the majority of the Chinese market-oriented media receives few subsidies from the government and is responsible for their own survival in the marketplace (Zhao, 1998; Yang, 2014). Additionally, the Chinese government media and market-oriented media demonstrated different coverage patterns (Yang, 2014). The differences between Chinese government media and market-oriented media may affect their approaches to cover disaster news. In the same way, the differences between Chinese media and international media may affect their point of view to cover Chinese disaster news. Chinese media consists of state- funded media outlets as well as the media of commercial sector, which is also subject to state control and regulation (Sun, 2014).

More diverse discourses are tolerated in the Chinese media and political system (Yang, 2012). Tan Yue (2012) found out that half of the 12 mass media, five of this half believes that their major function is promoting the government's policies and lines. Four other media express their commitment to the benefit of their audience and pledge to provide timely, accurate, useful and interesting content. The other three media behave especially loyally to their organizational development. Therefore, the government is still the most prevalent entity that Chinese media are loyal to the audience is the secondary one, and the organization is the third one. From this result, we can perceive the government is the most prevalent entity in China, so we can't sure the news credibility of journalism. Credibility research has been an important part of mass communication scholarship for decades. There have some previous longitudinal and cross-sectional studies consistently showed that media credibility ratings in China were much higher than those in America (Liu & Bates, 2009; Jones, 2004). Traditionally, the media in communist China was seen as an instrument of party propaganda (Lee, 1990). The Chinese government desire to control the direction of disaster news report. If any of the news and programs is against the central government policies, the content will be censored and the program will be cancelled (Zhou & Teresa, 2014). The most direct and the first pathway involve key state media players is CCTV in China. CCTV's offshore operations are equally wide reaching. As of now, CCTV has three major global offices in Beijing, Washington, DC and Nairobi, and more than 70 bureaus in addition to these. CCTV's Washington bureau alone employs more than 100 staff, producing both Chinese and English language programs, and hiring non-Chinese, independent journalists and consultants who are prepared to adhere to the "party line" (Nelson, 2013). Indeed, CCTV has made significant inroads

into many other global nodes. In 2009, the Chinese government allocated 45 billion Yuan RMB (US\$7 billion) to three Chinese leading media groups (15 billion each) — the Chinese Central Television (CCTV), the Xinhua News Agency, the People's Daily —encouraging them to go global (MacMurchy, 2009), to address the perceived imbalance of international media coverage of China, and to enhance China's national image (Li & Frank, 2012).

Since crises coverage has significant social influence, it is reasonable to expect governmental regulation over crises coverage would be more cautious, especially in countries such as China where the government has a reputation for masking information to protect the government's image (Swain, 2007). For example, the lack of transparency in the CCTV coverage of the train crash, compounded by the international media's close scrutiny of the situation, ensured that the incident was not only a disaster resulting in the loss of lives, but also a political disaster from the point of view of impression management (Sun, 2014). Aimei Yang (2014) found the party media demonstrated skillful image maintenance and building strategies to serve the government when coverage the Sichuan earthquake. On the other hand, with regard to politically sensitive issues, such as human rights, Fan and Ostini (1999) found that media in mainland China had less coverage than did media in Taiwan, Hong Kong and Singapore.

The international media is the foreign media, which is international language media, whose coverage of China is mostly produced by foreign correspondents based in China. This foreign media community is a various mix comprising nations that have differentiated ideological, historical, and cultural relations with China. The Chinese government has invested billions of dollars to invigorate its global media

industry, undertake a global media push to project a new international image as a responsible and peaceful global player, gain and enhance Chinese soft power, and create global contender to some key actors in the media industry, such as CNN, BBC (Li & Frank, 2012). CNN is the first news corporate to offer online news service, CNN.com is ranked No.1 among the news websites with 38.7 million users in March, 2010. Most audiences are from American (National Journal, 2010). BBC basic audience is also native people. According to the BBC report of audience research, in England, general perceptions of the BBC remain stable between 2008-2009 and 2009-2010. 40 percent adults in England are high approvers of the BBC overall, and 60 percent agree that the BBC offers good value for money and 82 percent would miss the BBC if it wasn't there (Kantar Media Report, 2009-2010).

2.2 Difference between Chinese media and international media

The status of the China-U.S. economic relationship is important in the world. Although China's global influence is increasing, China has the second-largest economy, but the influence of Chinese media is currently minimal. The United States still retains significant strength in its hard power (economy, GDP, military) and its latent reserve of soft power (Congressional Research Service, 2008). Soft power is the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country's culture, political ideals, and policies (Joseph & JR., 2004). In the media publicity, the most influential media in U.S. is CNN. CNN is not only in the United States has a great influence, also in the West, and even in the world has a lot of influence. Another has a strong influence of the Western media is the United Kingdom's BBC (Shankleman, 2000). According to Fukuyama (2006a), Western media, obsessed with a mentality of superiority, pride and prejudice,

see what the West does as being virtuous and what China does as being demonic. A kind of "benevolent hegemony" that is "infused with an unusually high degree of morality" is exerted over China and the rest of the world, arguing that liberal democracy as a universal value would bring prosperity and social stability (Fukuyama, 2006a, p. 64). Mingsheng Li and Frank Sligo found on the one hand, the Chinese international media push offers the Western audience a different perspective and a diversity of voices in the pluralistic world order. On the other hand, Western audiences, along with others, are sceptical about the motives, propaganda functions, and credibility of what they hear. The Chinese strict official media censorship and the one-party state create fears and scepticism about editorial integrity, objectivity and media freedom.

According to the Naisbitt and Naisbitt's book, they describe China as a learning society and the West as a lecturing society. The lecture topics on the agenda of Western media include issues of Tibet, Taiwan, Xinjiang, increase in military spending, human rights, currency controls, one-party rule, territorial claims, energy consumption, the one-child policy, pollution, the 1989 Tiananmen event, and lack of freedom of speech. Misunderstandings exist on both sides when each interprets the issues from a different perspective. John Coulter, an Australian research scholar collaborating wrote he felt annoyed with the Western media's endless, moral and sensationalist lecturing to China. Zhang (2009) noted that international media discourse reflects cultural, social and ideological values established by the West. Latham 2000 said "the socialist notion of truths and objectivity applied in China are fundamentally different from those in the Western capitalist news production". Akhavan-Majid and Ramaprasad (1998) compared how media in the US and China

covered the Fourth United Nations Conference on Women. The study found that while the US coverage overwhelmingly focused on ideological differences and criticism of China, the Chinese coverage emphasized the cooperative efforts of women's right advocates and NGOs (Yang, 2014). But Luther and Zhou (2005) found that despite ideological differences, Chinese and the U.S mainstream media used similar news frames to cover SARS.

2.3 The difference with past studies

The Chinese government has injected substantial financial support to push its leading media conglomerates to go global (Li & Frank, 2012). Chinese media is increasingly important in the international media. There are many previous studies concentrate on Chinese media, some focus on CCTV news, and have some studies very similar with this study, it's examined the Chinese media and international media coverage. Few has explored how Chinese media covered disaster, and in contrast to international media. Additionally, in this study is exploring the reliability of CCTV reporting disaster, and the difference between CCTV and international media coverage of recent disaster - Tianjin explosion.

CHAPTER 3

METHODOLOGY

In this chapter, the main research methodology is content analysis. Content analysis is a method for summarizing any form of content by counting various aspects of the content. In this study through content analysis to analysis the Chinese media and international media news reporting of Tianjin disaster.

3.1 Choice of media channel

Undoubtedly the Chinese media was chosen CCTV, the CCTV-1 is the research object. CCTV-1 is owned by government, CCTV-1 is the most important channel in China. All the important news is broadcast on CCTV-1, 19:00 is the CCTV-1 network news broadcast time every night. Almost every family will watch the network news broadcast. In order to acquire a representative sample, the international media were chosen from two countries: America and Britain. The two most influential international media in each country were chosen. Specifically, The American CNN was chosen because it not only has a great influential in American people, but also has a great influential in the other countries. Domestically, CNN reaches more individuals on television, the web and mobile devices than any other cable TV news organization in the United States; internationally, CNN is the most widely distributed news channel reaching more than 293 million households abroad. CNN Digital is a top network for social media, mobile news and online news. Additionally, CNN News source is the world's most extensively utilized news service partnering with hundreds of local news and international news organizations around the world (Tian & Stewart, 2005).

In Britain, BBC is the world's oldest national broadcasting organization and the largest broadcaster in the world by number of employees. The British Secretary of

State for Culture, Media and Sport states "Government recognizes the enormous contribution that the BBC has made to British life and culture, both at home and abroad." A MORI survey for DCMS showed that 77 per cent of the UK public believe the BBC to be independent and impartial, 80 percent trust BBC News and 82 per cent consider BBC News to be accurate. And 84 percent of people in the UK listen to or watch the BBC news each week. The BBC World Service is seen as the most objective international radio broadcaster in almost every country surveyed and at home it has a holistic satisfaction rating of 75 percent abroad (BBC Charter Review, 2005). BBC news is not only has a great influential in UK and Europe, BBC news is also the same with CNN, these two international media all has a very large influence in the worldwide.

3.2 Sample collection

The sample articles were downloaded from the CCTV, BBC and CNN official homepage. The keywords Tianjin explosion was used to identify relevant news. Tianjin explosion was occurred on 12, August, 2015, which is located in the Binhai New Area of Tianjin, China. The sample investigation news was within four months after the explosion. The sample collection was gathering the news from August 12 to November 12. Analyses were divided into three stages: (1) the first stage is the Tianjin explosion news from August 12 to September 12; (2) the second stage is the Tianjin explosion news from September 12 to October 12; (3) the third stage is the Tianjin explosion news from October 12 to November 12. Because on August 12, 2015 is first day of Tianjin disaster, this paper investigate reported duration three month after the disaster occurred.

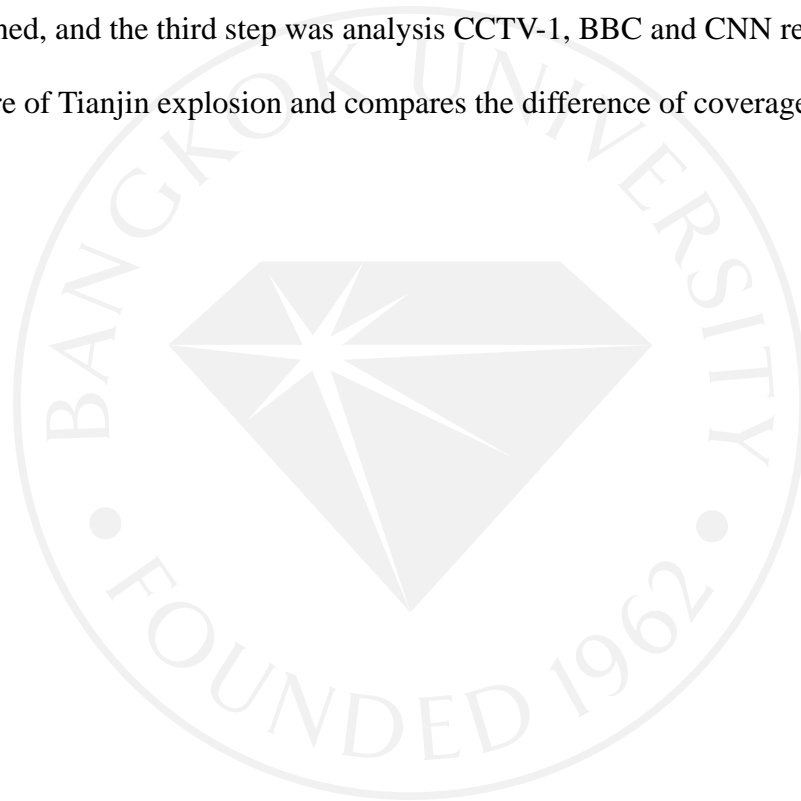
3.3 Method

This study is mainly explored the difference between CCTV and international media reporting of Chinese disaster. So this paper was used qualitative content analysis. Content analysis is a method for summarizing any form of content by counting various aspects of the content (Krippendorff, 2004). Reese (2001) defines frames as “organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world” (p. 11). This definition of frames suggests that longstanding cultural norms (Abraham & Appiah, 2006), context (Entman, 1993), in the case of mass communication, journalism routines (Deviit, 2002) and audience’s world view (Vreese, 2005) all contribute to the formation and perpetuation of frames (Yang, 2012). The study was utilized this content analysis to analyze the coverage. CCTV, BBC and CNN are different countries’ media, so the longstanding cultural norms, context, the case of mass communication, Journalism routines and audience’s world view are different. When they reporting of the same Chinese disaster accident, what’s the difference standpoint and what’s the same point of view. According to the content analysis, the reporting style building procedure is influenced by the dynamic and complex interaction among media institutions, audiences and journalists. The news of the framing-building process, it’s further reflects such dynamic relationships.

3.4 Research instrument

According to the content analysis method, this study was analyzing news content. The study was from tone of the coverage, emphasized point, event evaluation and something else aspects to analysis and compare. As the mentioned above, this study analyses were divided into three stages. The sample articles were chosen all of the

news about Tianjin explosion from CCTV-1, BBC and CNN official website, including video report. The news of CCTV-1 was gathered from Morning news, Midday news and News network. The news of BBC was gathered from World update, The newsroom, News day and World business report. The news of CNN was gathered from International desk and CNN news room. The first step was through the gathered news report, the second step was analyzed from multiple aspects as the above mentioned, and the third step was analysis CCTV-1, BBC and CNN reporting structure of Tianjin explosion and compares the difference of coverage.



CHAPTER 4

FINDINGS

This chapter illustrated the findings of this study. Through the contrast content analysis, this paper found how did CCTV and international media report on Tianjin explosion disaster, and the difference between CCTV-1 and international media in news press of Tianjin disaster.

4.1 CCTV

CCTV-1 is Chinese most important channel. No doubt about it, CCTV-1 has a lot of news reporting in Tianjin explosion accident. As mentioned above, CCTV-1 has 90 news reports about Tianjin explosion accident. The duration of report news followed-up is longest. The period is from August 13, 2015 to November 11, 2015. Due to Tianjin explosion accident is Chinese disaster, the news report of CCTV-1 is very comprehensive and timely. In CCTV-1 coverage Tianjin explosion, this study discovered the news report mainly has following aspects: Tianjin explosion field situation; casualties; rescue records; government department relief works; reconstruction and treatment of disaster victims; the generated harmful substances after explosion; fire-fighter; the reason and context of Tianjin explosion; Chinese people reaction and influence on people life after the explosion. Here are the following tables are concentrated all CCTV-1 news report on Tianjin explosion accident.

Table 3: CCTV-1 news report on Tianjin explosion accident

Time	Title
13 August 2015 03:54	Tianjin dangerous chemicals warehouses exploded, the injured were rushed to hospital

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

13 August 2015 06:48	Tianjin dangerous chemicals warehouses exploded, From the explosive Centre 500-meters away is a mess (pictures)
13 August 2015 10:31	Tianjin Tanggu port warehouse explosion, Beijing fire safety deployed drone reinforcements
13 August 2015 10:53	Tianjin bombings has killed 44 people including 12 firefighters
13 August 2015 15:44	Tianjin Binhai East heliport 4 helicopters damaged in explosion
13 August 2015 16:34	Tianjin Binhai explosion 12 hours tracking
13 August 2015 19:04	Tianjin Binhai Dangerous materials explosion accident scene investigation
13 August 2015 21:34	Explosive foreign witnesses: Wants to participate in blood donation will still stay in Tianjin
13 August 2015 01:12	Thrilling 24 hours: Tianjin Binhai blast rescue record
13 August 2015 09:32	Focus on the public concerns about Tianjin Binhai dangerous materials warehouse explosion

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

14 August 2015 17:47	Straits Exchange Foundation and the National Party Central Committee were express concern and condolences for Tianjin Binhai explosion accident
14 August 2015 17:49	Tianjin Binhai dangerous materials warehouses explosion has killed 56 people
14 August 2015 17:59	the core area of Tianjin dangerous materials warehouses exploded were occurred two small explosions again
14 August 2015 22:04	China Insurance Regulatory Commission (CIRC) requirement insurance enterprises do well in emergency handling Tianjin Binhai explosion accident.
15 August 2015 10:07	Tianjin Port explosion death toll has risen to 85 people
15 August 2015 12:27	The area of Tianjin Binhai massive explosion accident fire breaking out and exploded again.
15 August 2015 12:28	Tianjin mass explosion settlements publics to evacuate which worried about proliferation of toxic and harmful substances
16 August 2015 00:16	Tianjin port explosion generated cyanide is not pollution water and air beyond the quarantine

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

16 August 2015 10:56	Tianjin explosion scene has found 112 bodies, which has 88 people not yet determined
16 August 2015 14:09	Tianjin Port "8·12" explosion centers generated waterhole and still have soot
16 August 2015 14:40	Li keqiang go to the Tianjin Port fire explosion accident scene
16 August 2015 20:21	Tianjin explosion injured firemen tells of the rescue experience
16 August 2015 20:23	The explosion core area of Tianjin Port found chemicals scattered in the building
17 August 2015 10:48	Tianjin Port "8·12" the scene of the accident still has open fires and explosions
17 August 2015 16:36	Li keqiang: to thoroughly investigate the responsibility of Tianjin explosion
17 August 2015 18:57	How to relocate the more than 6000 victims of Tianjin explosion accident?
17 August 2015 22:29	Resolutely complete investigate the responsibility of Tianjin explosion
18 August 2015 09:47	Tianjin Port explosion scene held a silent Memorial
18 August 2015 12:38	The seventh day of Tianjin Port explosion, these faces we can't forget

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

18 August 2015 16:59	Tianjin port explosion accident rescue troop joint command completes build up and begin work
19 August 2015 17:20	Expert: Tianjin Port explosion whether harmful substances with the rain spread
19 August 2015 20:38	How the State Department investigate explosion in Tianjin Port?
21 August 2015 18:04	Tianjin Port blast death toll raised to 116, all identity confirmation
25 August 2015 13:25	Treat the injured, respond positively to the public -Tianjin port explosion the latest disposal situation summraize
25 August 2015 16:18	The Tianjin explosion found 135 people death, missing 38 people
27 August 2015 13:12	The procuratorial agency according to laws investigation the Tianjin Port "8-12" explosion accident relevant responsible person.
28 August 2015 20:29	Tianjin Port blast death toll raised to 146
30 August 2015 17:31	Tianjin Port blast death toll raised to 150, all identity confirmation

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

30 August 2015 18:53	Tianjin Port blast death toll raised to 150, Primary and middle schools will begin on schedule
31 August 2015 06:43	Explosion damaged houses in Tianjin Port will have three disposal methods
01 September 2015 18:43	Tianjin has 16 schools damaged in the explosion, 15 schools has finished repairs
04 September 2015 18:58	Tianjin Port explosion confirmed that 160 people were killed, 13 were missing
06 September 2015 22:46	Tianjin Port explosion 12 people are still missing, 266 people were hospitalized
09 September 2015 14:54	Explosion in Tianjin Port has finished first batch evaluation of 55 martyrs
09 September 2015 20:07	Confirmed repair timetable about explosion the worst area of Tianjin Port
10 September 2015 19:37	the mountain-pit in explosive core area of Tianjin Port has cleared up
11 September 2015 13:19	Tianjin Port explosion death toll raised to 165 people, Last missing fire fighters already found
11 September 2015 19:35	Tianjin port explosion 31st day: 24 public security fire-fighting personnel confirmed all died, core site disposal completed

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

11 September 2015 23:35	Explosive core area of Tianjin Port complete disposal, fire substance basic lock
12 September 2015 15:38	Tianjin Port explosion has 24 sacrifices firefighters were awarded martyr
12 September 2015 19:41	Tianjin explosion missing persons confirmed not survived probably, which will be declared dead
13 September 2015 09:08	Tianjin port Explosion has 165 dead, there has 110 rescuers sacrificed
13 September 2015 19:32	Tianjin explosion affected enterprises are resume production, 8 people are still missing
14 September 2015 17:32	The severely damaged train station in Tianjin port explosion confirmed demolition and reconstruction
14 September 2015 17:46	Tianjin port explosion accident damaged vehicle compensation
14 September 2015 17:50	Tianjin port explosion 34th day: 8 people missing, today statistics data has 587 people leaved hospital
15 September 2015 10:21	Tianjin port explosion treatment of disabled persons subsidy issued standard

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

17 September 2015 07:43	Tianjin port explosion area soil remediation program confirmed
17 September 2015 18:51	Tianjin Port Explosion started identification disability wounded in hospital
18 September 2015 09:51	Repo houses damaged by the explosion of Tianjin Port can be by enterprises repaying loan
19 September 2015 17:10	The renovate planning of residential areas around the Tianjin Port explosion are preliminary program released
22 September 2015 10:40	Tianjin port explosion accident determined responsibilities partition after signed housing disposal agreement scheme
22 September 2015 17:23	Tianjin port explosion: take effective measures to prevent the spread of pollution
23 September 2015 05:34	The big puddle in Tianjin explosion scene is already cleared up, make sure the environmental safety
23 September 2015 12:24	Tianjin port explosion injured fire fighters after nearly 40 days coma miracle recovery
25 September 2015 13:17	More than 430 people in Tianjin Port Explosion complete disability verification, They have the same standard subsidies

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

27 September 2015 12:50	Government start pursue compensation to causing enterprises in Tianjin port explosion accident
28 September 2015 10:55	Tianjin port explosion accident affect residents settled and new school district delineation plan publish.
02 October 2015 12:01	Tianjin Binhai New area organized enterprises provide housing resources for the explosion victims
03 October 2015 10:46	The part of badly damaged communities in Tianjin port explosion accident will enhance planning.
08 October 2015 18:52	The badly damaged communities in Tianjin port explosion accident start comprehensive repair
08 October 2015 18:54	After Tianjin Port explosion, Tianjin Port restore "one-stop" customs clearance services
10 October 2015 06:54	Tianjin explosion badly damaged house which nearly half of Houses were sign agreement
11 October 2015 18:55	The Tianjin port explosion core area were almost completed cleared up, which over half of the damaged houses repaired

(Continued)

Table 3 (Continued): CCTV-1 news report on Tianjin explosion accident

12 October 2015 11:10	The damaged communities in Tianjin explosion were executed electricity fee refund service
16 October 2015 10:10	Tianjin Port explosion damaged residential valuation report opinions released
20 October 2015 14:45	Government easing the 'accumulation fund' requirement for affected residents in Tianjin port explosion
03 November 2015 11:40	Tianjin Port explosion some of the stolen items in their homes started lost and found
04 November 2015 11:34	The president of Tianjin port group Zheng Qingyue dismissal, previously had already investigation
04 November 2015 16:08	Tianjin Port "8.12" explosion aftermath disposal completed
11 November 2015 00:07	Tianjin port explosion damaged jinbin light railway East Road Station in reconstruction

In these 90 articles or videos news report, this study found has articles are reported Tianjin explosion field situation; there has sixteen articles are reported casualties; three articles are about rescue records; thirteen articles are reported reconstruction and treatment of disaster victims; twenty-one articles are government department relief works; there has four articles are reported the generated harmful substances after explosion; there has four articles are reported fire-fighter, is mainly

about mourning for deceased fire- fighter; five articles are about the reason and context of Tianjin explosion; and the remain five articles are reported Chinese people reaction and influence on people life after the explosion.

4.2 BBC

In this study gathered all of news about Tianjin explosion accident has 172 news reports. There have 90 reported from CCTV-1, have 49 reported from BBC, and 31 reported from CNN. These articles all gathered from CCTV-1, BBC and CNN official website, TV coverage. BBC has 49 articles reported Tianjin explosion accident, which included text, video and picture. Duration is from first day of Tianjin explosion on August 12, 2015 to August 27, 2015. The Tianjin explosion accident is occurred Chinese time in the evening 22:50 on August 12, 2015. The British time is in the afternoon 14:50 on August 12, 2015. In that day, BBC has two articles reported Tianjin explosion. On August 13, 2015 has twenty articles and videos reported. On August 14, 2015 has five articles and videos reported. On August 15, 2015 has four articles and videos reported. On August 16, 2015 has two articles reported. On August 17, 2015 has seven articles and videos reported. On August 18, 2015 has one article reported. On August 19, 2015 has five articles and videos reported. On August 21, 2015 has one article reported. On August 27 has two articles reported. Here is the Table 4: BBC reporting on Tianjin explosion

Time	Title
12 August 2015	Tianjin explosion: In pictures
12 August 2015 at 22:42 BST	China blasts: Casualties as Tianjin shipment explodes

(Continued)

Table 4 (Continued): BBC reporting on Tianjin explosion

13 August 2015 at 04:48 BST	Tianjin resident: China blast 'like a nuclear explosion'
13 August 2015 at 08:06 BST	Massive Blasts Hit North China City
13 August 2015 at 10:17 BST	China explosion: Drone footage shows Tianjin blast site
13 August 2015 at 10:21 BST	China Tianjin explosion explained in 60 seconds
13 August 2015 at 11:42 BST	China explosion survivor: 'The blast blew me away'
13 August 2015 at 12:06 BST	Massive Explosions in Chinese Port City
13 August 2015 at 19:23 BST	China explosions: The moment of the Tianjin blast
13 August 2015 at 21:06 BST	China Warehouse Death Toll Rises
13 August 2015 at 23:50 BST	'Horror and disbelief' over Tianjin explosions
13 August 2015	China explosions: Tianjin blasts 'on seismic scale'
13 August 2015	China explosions: Chemical specialists sent to Tianjin
13 August 2015	Tianjin profile: China's historic industrial hub

(Continued)

Table 4 (Continued): BBC reporting on Tianjin explosion

13 August 2015	China explosions: Dozens killed in Tianjin port blasts
13 August 2015	Tianjin blasts: 'It was like the end of the world'
13 August 2015	Rescuers arrive in Tianjin, northern China, following explosions
13 August 2015	China blasts: Tianjin port city rocked by explosions
13 August 2015	Tianjin disaster: Travelling into the blast zone
13 August 2015	China explosions: Videos are being shared of the moment huge blasts hit Tianjin
13 August 2015	Sedgefield man Roy Keld tells of Tianjin blasts chaos
13 August 2015	Tianjin blast: Images reveal extent of devastation
14 August 2015	China Tianjin blasts: Nationwide crackdown on chemicals
14 August 2015	China explosions: Fires still burning after Tianjin blasts

(Continued)

Table 4 (Continued): BBC reporting on Tianjin explosion

14 August 2015	China explosion: Images of Tianjin's smoking ruins
14 August 2015 11:00	What Chemicals were Stored in China Blast Warehouse?
14 August 2015	China explosions: What happened in Tianjin, northern China
15 August 2015	China Tianjin blasts: Death toll rise to 85
15 August 2015	China explosions: Tianjin blasts aftermath in pictures
15 August 2015	China explosions: Potent chemical mix behind Tianjin blasts
15 August 2015 at 11:48 BST	China Tianjin blasts: Man found alive 50 metres from explosion centre
16 August 2015	China Tianjin explosions: Premier Li Keqiang visits scene
16 August 2015	China Tianjin blasts: Evacuations as sodium cyanide found
17 August 2015	China explosions: Tianjin puppy becomes blast symbol
17 August 2015	Tianjin: The Chemical and Economic Fallout

(Continued)

Table 4 (Continued): BBC reporting on Tianjin explosion

17 August 2015	China explosions: What we know about what happened in Tianjin
17 August 2015 at 10:10 BST	China explosion: Residents call for money to repair homes
17 August 2015 at 13:56 BST	Tianjin blast residents hold protests demanding compensation
17 August 2015	China explosions: The questions people are asking about the Tianjin blasts
17 August 2015 18:06	China Explosion: Residents Seek Compensation
18 August 2015 06:32	Tianjin Compensation Demands Grow
19 August 2015 at 1:10 BST	Tianjin fire officer: 'I felt I was ripped apart'
19 August 2015 at 07:36 BST	Tianjin blasts: Fury in China one week after blasts
19 August 2015	Tianjin insurance costs 'could far exceed estimates'
19 August 2015 at 19:37 BST	Tianjin blasts victims: 'China should buy damaged homes'
19 August 2015	China explosions: Firm owners 'used connections to get licences'

(Continued)

Table 4 (Continued): BBC reporting on Tianjin explosion

21 August 2015	Jaguar Land Rover: Thousands of cars damaged in Tianjin blast
27 August 2015	Tianjin officials suspected of negligence over port explosion
27 August 2015	Toyota restarts Tianjin production after devastating blast

From the table that we can found, in BBC these 49 reported has 15 articles and videos are related to Tianjin explosion field situation. On August 12, 2015 have one video, on August 13, 2015 have eight articles and videos, on August 14, 2015 have two articles and videos, on August 15, 2015 have one article, on August 17, 2015 have one article, on August 19, 2015 have one article, on August 21, 2015 have one article. There have 11 articles and videos are related to Chinese people reaction after the explosion, the mainly is Tianjin people and survivors reaction of the explosion. It's include four articles and pictures on August 13, 2015, one article on August 15, 2015, four articles and pictures on August 17, 2015, one article and picture on August 18, 2015, and two articles and pictures on August 19, 2015. There have 10 articles described the reason and context of Tianjin explosion. On August 13, 2015 have three articles, on August 14, 2015 have one article, on August 15, 2015 have one article, and on August 17, 2015 have two articles, on August 19, 2015 and August 27, 2015 all just one article reported. There have six articles and videos explained Chinese government handle and treatment process. Two articles reported on August 13, 2015, one article reported on August 14, 2015, two articles reported on August 16, 2015, and

one article reported on August 19, 2015. In the other hand, BBC reporting has four articles reported casualties and two articles introduced Tianjin city. The casualties reporting are one article on August 12, 2015, two articles on August 13, 2015, and one article on August 15, 2015. The news reported on introduced Tianjin city, which have one article on August 13, 2015, and the other one is on August 14, 2015. The news report on August 27, 2015 is from the other section to reporting, the content is about Toyota restarts Tianjin production after devastating blast.

4.3 CNN

The paper investigated the other international media is CNN. As mentioned, CNN has 31 news reports about Tianjin explosion. The duration time is from August 12, 2015 to August 28, 2015. The time in America is 09:50 am on August 12, 2015 when happened Tianjin explosion accident. The CNN reported very timely, the first news reports about Tianjin explosion is at 03:33 pm On August 12, 2015, at the first day of blast CNN has three articles reporting on Tianjin explosion accident. On August 13, 2015 have four articles, on August 14, 2015 have three articles, on August 15, 2015 have three articles, on August 16, 2015 have four articles, on August 17, 2015 have four articles, on August 18, 2015 have four articles, on August 19, 2015 have two articles, on August 20, August 21, August 24, August 28 all just have one article per day. All of these news reports almost contain video and pictures.

Table 5: CNN news report time and title about Tianjin explosion accident

Time	Title
333 PM ET, Wed August 12, 2015	Massive explosion rocks Tianjin, China
727 PM ET, Wed August 12, 2015	Video shows aftermath of Tianjin explosion

(Continued)

Table 5 (Continued): CNN news report time and title about Tianjin explosion accident

2200 GMT (0500 HKT) August 12, 2015	Report: At least 7 killed in Tianjin, China, explosion
0713 GMT (1413 HKT) August 13, 2015	Massive blasts rock Chinese city of Tianjin; 44 dead, hundreds injured
1116 GMT (1816 HKT) August 13, 2015	Video shows deadly explosions in Tianjin, China
414 AM ET, Thu August 13, 2015	Blasts rocks northern Chinese city of Tianjin
711 PM ET, Thu August 13, 2015	Cause of massive Tianjin blast still unknown
0427 GMT (1127 HKT) August 14, 2015	Tianjin explosion: Dozens dead, areas of Chinese port city devastated
1323 GMT (20:23 HKT) August 14, 2015	Tianjin explosions witness: I thought there was an attack
2023 GMT (03:23 HKT) August 14, 2015	Thousands homeless after massive Tianjin explosion
114 AM ET, Sat August 15, 2015	New fire at Tianjin blast site
0339 GMT (1039 HKT) August 15, 2015	Two days after explosion, fires, worry rules in Tianjin
1304 GMT (2004 HKT) August 15, 2015	Here's what you should know about the unfolding Tianjin crisis

(Continued)

Table 5 (Continued): CNN news report time and title about Tianjin explosion accident

0707 GMT (14:07 HKT) August 16, 2015	Death toll in Tianjin explosions reaches 112; more than 90 still missing
0716 GMT (1416 HKT) August 16, 2015	China blast: Firefighters' families search for answers
1702 GMT (0002 HKT) August 16, 2015	Confronting censorship challenges after Tianjin blast
2140 GMT (0440 HKT) August 16, 2015	Environmental toll of Tianjin explosion
0719 PM ET, Mon August 17, 2015	Tianjin firefighter tells story of survival
1138 GMT (1838 HKT) August 17, 2015	Multiple explosions hit Chinese port city
0325 PM ET, Mon August 17, 2015	Tianjin blast: Chinese citizens demand accountability
2114 GMT (0414 HKT) August 17, 2015	Tianjin blasts: Another of China's 'profound lessons'
0535 GMT (1235 HKT) August 18, 2015	Chinese chemical blasts: 114 dead, 57 still missing
0956 GMT (1656 HKT) August 18, 2015	Top executives detained as China investigates Tianjin warehouse blasts
1026 GMT (1726 HKT) August 18, 2015c	China: Were 'hero' firefighters ill prepared for enormity of Tianjin blasts?
2026 GMT (0326 HKT) August 18, 2015	Fears of chemical contamination linger in Tianjin

(Continued)

Table 5 (Continued): CNN news report time and title about Tianjin explosion accident

1134 GMT (1834 HKT) August 19, 2015	Counting the economic cost of Tianjin blasts
2301 GMT (0601 HKT) August 19, 2015	Hazmat crews struggle with toxic cleanup in Tianjin, China
1035 GMT (1735 HKT) August 20, 2015	Deadly blasts hit Tianjin port operations
0432 GMT (1132 HKT) August 21, 2015	China: Sodium cyanide levels well past limit at Tianjin explosion site
1039 GMT (1739 HKT) August 24, 2015	Caged bunnies, chickens placed at Tianjin blast zone for toxicity tests
0431 GMT (1131 HKT) August 28, 2015	Tianjin blasts: China accuses 11 officials of negligence over chemical site

The above table indicated the CNN news report about Tianjin explosion is not too much. The majority reports are about Tianjin explosion field situation report, which altogether has nine reported articles and videos. Two reported on August 12, 2015, two reported on August 13, 2015, one reported on August 14, 2015, one reported on August 15, 2015, one reported on August 17, 2015, one reported on August 19, 2015, one reported on August 20, 2015. The table shows have seven news report are related to the aftermath of explosion, such as the chemicals effects on environment. It's reported separately on August 14, 2015, August 15, 2015, August 16, 2015, August 18, 2015, August 19, 2015, August 21, 2015, and August 24, 2015 all have one article or video coverage the aftermath of explosion. There have six articles described the Chinese government challenge about this incident. On August 16, 2015

have one reported, on August 17, 2015 have two reported, on August 18, 2015 have two reported, and on August 28, 2015 have one reported. There have four reported interpreted the casualties, on August 12, 2015, August 13, 2015, August 16, 2015, August 18, 2015 each day have one article and pictures explained casualties. The reported of Chinese people reaction after the explosion has three articles, which on August 14, 2015, August 16, 2015, and August 17, 2015. Two articles report the reason and context of Tianjin explosion, on August 13, 2015 and August 15, 2015.

4.4 Comparisons between BBC and CNN

According to the above analysis, obviously, the aspects of reporting on Tianjin explosion accident are most the same. BBC included aspects has Tianjin explosion field situation, Chinese people reaction after the explosion, the reason and context of Tianjin explosion, Chinese government handle and treatment process, casualties and introduced Tianjin city.

CNN has Tianjin explosion field situation, Chinese people reaction after the explosion, reason and context of Tianjin explosion, aftermath of explosion, casualties, Chinese government challenge.

BBC and CNN all covered Tianjin explosion field situation, reason and context of Tianjin explosion, Chinese people reaction after the explosion, and casualties. CNN doesn't have any reported about Chinese government handle and treatment process, it's just mentioned the Chinese government challenge after this explosion. But CNN has many reported concerned with the aftermath of explosion, such as the environment problem. In contrast, the BBC report is more comprehensive. Whether is reported from Tianjin explosion field situation and casualties, or from Chinese people reaction after the explosion and Chinese government effort. All indicated the BBC

news report is more thorough.

4.5 Comparisons between CCTV and International media (BBC and CNN)

CCTV-1 has 90 articles or videos in reporting Tianjin explosion disaster, duration time is from first day of Tianjin explosion accident to November 11, 2015. The Tianjin explosion accident first day is on August 12, 2015, so the duration time in reporting Tianjin explosion accident is approximate three month. The aspects of reporting on Tianjin explosion accident included Tianjin explosion field situation; casualties; rescue records; government department relief works; reconstruction and treatment of disaster victims; the generated harmful substances after explosion; fire-fighter; the reason and context of Tianjin explosion; Chinese people reaction and influence on people life after the explosion.

In contrast, International media BBC and CNN duration time is obvious short than CCTV-1. Certainly, this is Chinese disaster, so it's no surprise. After all, Tianjin explosion accident is foreign news for BBC and CNN. But for China, Tianjin explosion is nation biggest disaster in 2015. BBC in reporting Tianjin explosion duration period is from August 12, 2015 to August 27, 2015, CNN in reporting Tianjin explosion duration period is from August 12, 2015 to August 28, 2015. These two international media duration period were around the same time, all almost nearly half month. BBC and CNN all covered Tianjin explosion field situation, reason and context of Tianjin explosion, Chinese people reaction after the explosion, and casualties. The difference is BBC has reported Chinese government handle and treatment process, CNN don't reported that, But CNN has many reported concerned with the aftermath of explosion, such as the environment problem. BBC and CNN have a little bit different in reported Tianjin explosion accident. But compare with

CCTV-1 have a big difference. In CCTV-1 coverage, there included rescue records, government department relief works and reconstruction. From these aspects can reflect Chinese government effort for Tianjin disaster. In BBC and CNN coverage, the news kinds of government department rescue, relief and treatment efforts are very less.



CHAPTER 5

ANALYSIS

This chapter elaborates on the analysis what the paper found. In the previous chapter illustrated the findings, this chapter is like a subsequent sections. The main explained which media is more reliable.

5.1 CCTV, BBC and CNN

CCTV is Chinese official television, so in CCTV-1 has a lot of news reported in Tianjin explosion accident. As above mentioned, CCIV-1 is mainly reported in Tianjin explosion field situation; casualties; rescue records; government department relief works; reconstruction and treatment of disaster victims and so on. Most news reported about Tianjin explosion disaster is broadcast through a video and pictures. However, CCTV-1 also has most news reported in Tianjin explosion accidents were through text. The most coverage is around fifty - one hundred words, a little news around one thousand – two thousands words. The paper analysis found that CCTV-1 mostly coverage the government effort in rescue and the positive section of disaster. For instance, in many news report text all has this sentence “After the accident, the CPC Central Committee and the State Council attach great importance to Tianjin explosion. General Secretary of the CPC Central Committee, State President, Chairman of the Central Military Commission Xi, he immediately issued instructions, and requires organized rescuers to treat the injured, searching for missing persons. Identifying the cause of the accident, then publish timely, open and transparence news to the public.” This is the fixed frame in CCTV-1 reporting disaster, even in the other Chinese media. The most fundamental reason is that China is one party state, and Chinese government regulation and control media coverage, so most media is serve the government. In

particular is CCTV-1, CCTV-1 is the most important, most influential channels. Its reports have a great influence on people. Therefore CCTV-1 reported in Tianjin explosion disaster more attention to wording and content of reports. Each news report all has mentioned wounded number and rescue situations, let audience know about casualties timely. One press coverage 'some foreigners from different countries lived around Tianjin explosions area who said has not affected their stay in Tianjin.' this news is from interview with foreigners who living in Tianjin. There has the other reported is introduce the enterprises which related to Tianjin explosion, government indicated it will actively investigate the cause of the accident.

Based on the news content analysis, this studied found BBC news reported in Tianjin explosion, which the most part is introduce the explosion situation. The majority of reports were video reports. Both video reports and text reports all with images. The words are not much that approximately 50-100 words, there have few report news is more words which are around 500 words. BBC reported in Tianjin explosion disaster doesn't have much content of their opinions. They has many content were some excerpts from Chinese media reported, such as the people's daily and Xinhua daily. One reported is particular worth mentioning here, the title is "Chinese Premier Li Keqiang has visited the victims of a major disaster at a chemical warehouse in Tianjin". This news is indicated the Chinese government attitude and effort about Tianjin explosion disaster. In this news also wrote: The Chinese government has also ordered officials to make nationwide checks on dangerous chemicals and explosives and to "crack down unwaveringly on illegal activities to ensure safety". Through this news maybe we will think the BBC press coverage is balanced, but this kind of news report just have one. BBC has many news are about

people held banners demanding compensation, and people very angry then complaints the Government. The news reported 'Residents have been staging protests outside the hotel where officials have been giving press conferences, demanding compensation'. Another report is kind of the Chinese people think this incident was caused by government officials of negligence and misconduct, but government hasn't given a proper respond. Accordingly, BBC reporting Chinese disaster is very comprehensive, at least in coverage Tianjin explosion disaster. However, too much news reported in Chinese people dissatisfaction with the Government. Too less reported the efforts made by the Chinese government for Tianjin explosion disaster, such as reconstruction, compensation for victims, and so on.

CNN reports on the Tianjin explosion, mostly dominated by video coverage. Written report the word is less, probably between 50-100 words. But all come with image. This aspect is the same with BBC. In CNN coverage the emphasis is concern of the Chinese people anger at the government. For instance, the title is 'Tianjin blast: Chinese citizens demand accountability'. This press coverage shows a video of Chinese people holding banners asking for compensation, also shouted slogans. The other one is 'China blast: Firefighters' families search for answers'. In this disaster, Chinese firefighter dedication to the rescue, many firefighters were sacrificed. This report is about some firefighters' families want the government to respond and compensation. In fact, Chinese government already do a lots of compensation to firefighters' family, also organized a number of memorial activities, but CNN doesn't reported that part. CNN unreported for Chinese Government is how to deal with this event, how to conducted rescue and how to reassure victims. CNN is lack of these aspects reports. On the other hand, CNN has many reports referred to the issue of

explosive chemicals have impact on the environment. This is a big issue in the Tianjin explosion disaster, BBC doesn't cover this issue. From this point, the paper found CNN compared with BBC that CNN is more concern of the Tianjin exploded impact on people life.

5.2 Analysis and Comparison of CCTV and BBC, CNN

By above analysis contrasts, this studied found. CCTV-1 reported on Chinese disaster is more positive news, BBC and CNN reported on Chinese disaster is more negative news. CCTV-1 neither reports the government official negligence, nor reports how to investigate this incident. The media merely description the government will thoroughly investigate this explosion. This is Chinese typical style. This kind of news report frame is disappointing. BBC reported on Tianjin explosion, the content of report is quite comprehensive, and involve a wide range of content. There including Li keqiang condolences victims, but no news report about Chinese government how to condole with victims. As well as awards firefighters, and mourn for firefighters who participation and contribution to the rescue. There has not mentioned the efforts of the Chinese government on this incident. There are many reports is Chinese people how to doubt about government, CCN magnified the people's dissatisfaction with the government. From a certain perspective, this kind of news coverage is not comprehensive and not objective.

According to the findings, this study found each medium has its own framework and expressions, and these frameworks will also affect people's perception. CCTV-1, BBC and CNN were has representativeness of the media in the world. But they serve different government and political parties. Therefore have different positions and views about Tianjin explosion disaster. Tianjin explosion is a national disaster,

therefore for CCTV-1 is national disaster news. But this event for BBC and CNN is international news, was a disaster event in other countries. Thus the focus point on report is different. Certainly, the attitude for this disaster is also different. For BBC and CNN, BBC is serving the United Kingdom government; CNN is serving the United States Government. This will involve a number of political issues, including the United Kingdom's relations with China, United States relations with China. All the political issues will affect media reports difference. On the other hand, every journalist is an individual, they has different background and view. Their cultural backgrounds, individual positions and views will affect their reports in Tianjin explosion. People put aside their own subjective consciousness is very difficult, thinking of an event with an objective viewpoint, particularly in international events. News reported in Tianjin explosion, BBC and CNN more concerned about is the scene of explosion and casualties, Less care how Chinese government rescue operation, how to relocate victims. But, of course, because the BBC and CNN are foreign media probably, which for them is another country's event, the limited resources they can get. They don't need to be reports too much for their countries citizen, only need to report this incident, reported the number of casualties. Their people are not too much concerned about how the Chinese government managed. This is also very important reason.

These reports will affect people's perception. Most Chinese media reported the positive aspects, especially CCTV-1. Such as the firefighters rescue, how the government relocate victims and help reconstruction, and various compensation and so on. These positive reports will make people feel at ease and pleased, perhaps it was a way for managing people and country. But such reports less comprehensive, lacking

some credibility. Credibility refers to the objective and subjective components of the believability of a source or message. The rarely news reported on root cause of the Tianjin explosion, as well as how government investigate this accident. The media shift the audiences ' attention to certain aspects, let people to ignore others. This news framework will affect the audience overall perception of Tianjin explosion disaster. Certainly, in the international press for BBC and CNN, also lack of full coverage for Tianjin explosion. Based on the statistical reporting news about Tianjin explosion disaster, this studied found that on BBC and CNN reported, few mentioned the government rescue efforts about handling this disaster. This kind of news report is also not comprehensive. It also will affect their audiences to judging this accident from press coverage, and judgment on China. This kind of news report will induce audience to form a stereotype, and limits the audience's perception world, ignoring the world of outside framework. This report certainly lacks objectivity.

5.3 Conclusion

This chapter summarizes the study results. As the most important media channel in China, CCTV-1 coverage Chinese disaster that has some credibility, but CCTC-1 lack of a comprehensive report. Therefore the lack of full coverage which let audience have doubts and distrust about Chinese media. Found in comparison with international media, international media BBC and CNN also have this problem. In summary, CCTV reported more positive aspects, BBC and CNN reported more negative aspects. Both of CCTV-1 and international media doesn't have comprehensive news reporting on Chinese disaster.

Limitations

This study has the following limitations. First, the BBC and CNN press coverage of Tianjin explosion were gathered information only from the official homepage. In addition, because survey was begun conducted on October, 2015, the paper cannot gather information from live coverage. Second, the lack of a comparison with other cases, hence the limited value of this study. Third, due to the study is compared between CCTV and BBC, CNN coverage of Chinese disaster, a content analysis may be the most feasible approach at present. However, this study revealed provide the comprehensive press coverage is CCTV and international media all need to improvement aspect.

Future research

Because of the conditions, there are still some limitations in this research. So in the future research, there will be more prepared. In research directions will also change, not only confined to the comparative study on Chinese disaster news. To deepen understanding, increase mutual trust and keep expanding consensus.

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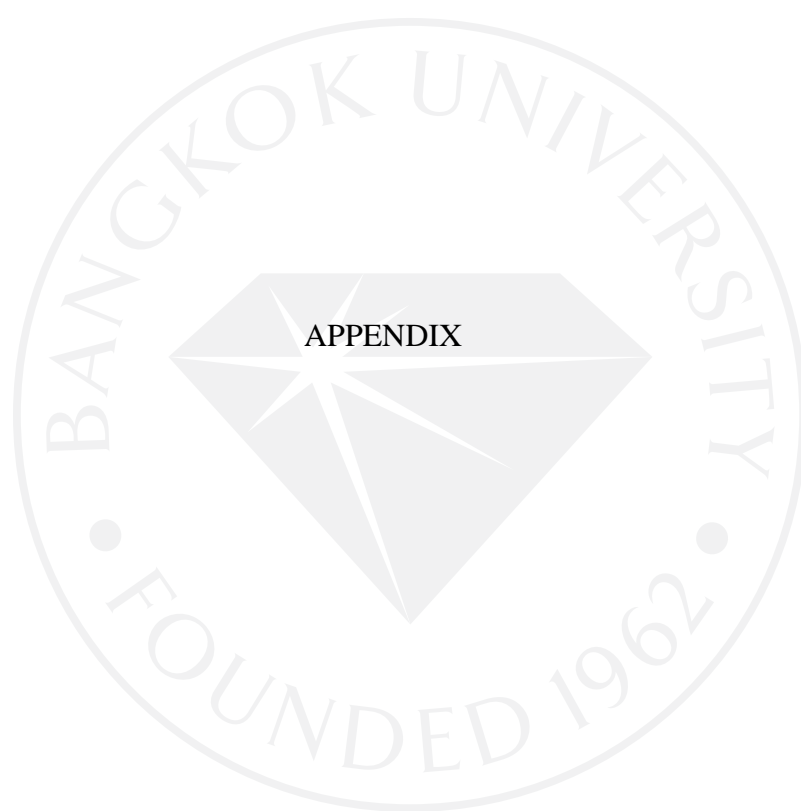
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