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## The Reliance on the Four Major News Agencies for International News Reports in Taiwan

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THE RELIANCE ON THE FOUR MAJOR NEWS AGENCIES FOR

INTERNATIONAL NEWS REPORTS IN TAIWAN

by

Denise Hsiu-wen Li

A study submitted in partial fulfillment

of the requirements for the degree

of

MASTER OF ARTS

in

Communication

UTAH STATE UNIVERSITY  
Logan, Utah

1990

-- Plan B thesis --

Approved:

---

Major Professor

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Denise Hsiu-wen Li

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**ABSTRACT**

The Impact of the Four Major News Agencies on the  
International News Reports in Taiwan

by

Denise Hsiu-wen Li, Master of Arts

Utah State University, 1990

Major Professor: Dr. James Derry  
Department: Communication

The purpose of this case study is to figure out the reliance on the four major news agencies (AP, UPI, Reuters, and AFP) for international news reports in Taiwan, and CNA's, Taiwan's only regional news agency, role in supplying international news stories. Taiwan's three large circulation, general purpose newspapers -- United Daily News, China Times, and Central Daily News were selected and analyzed.

The study is based primarily on a content analysis of these three Chinese-language newspapers in terms of their coverage of international happenings and their news coverage.

The findings indicate that the control of international information by the four major news agencies is evident. And CNA does not play a large role in supplying international news. These results are corroborated by the opinions from the six international news editors and directors of international news translators.

The suggestion was made by the author that the CNA could become an objective, perhaps even a strong regional news



agency, if government support was reduced and if the agency combined its resources with those of the three major newspapers in Taiwan.

## CHAPTER I

## INTRODUCTION

Over the past three decades mass communication on an international level has moved several steps closer with the development of computers, satellites, and electronic information transference. Information exchange plays an important role in international relations, especially in the ways that peoples and nations understand one another. However, critics say that the Western press is actually hindering world understanding and cooperation. The criticism is based on the argument that the flow of international information is largely in the hands of the four Western-based news agencies: Associated Press (AP), United Press International (UPI), Reuters, and French Press Agency (AFP). The question of international communication and the controlling role played by the four major world news agencies is becoming one of the most controversial areas of disagreement between developing and industrialized countries. Achal Mehra (1986) discusses this situation:

the crux of the criticism against the existing order... has centered on monopolization of communications resources and flow of communications by developed countries, cultural imperialism through the imposition of alien and irrelevant Western lifestyles by images communicated by the media of developed countries, and economic imperialism through the economic exploitation of developing countries by international economic structures and export of media products by developed countries to

developing countries. (p.2)

Presumably, this "cultural imperialism" includes the slant of news stories as well as entertainment offered by movies and television programs that are exported world-wide.

There are more than one hundred and twenty news agencies in the world, but the largest are superior to the rest in terms of personnel, facilities and technology. J. Herbert Altschull (1984) asserts that most of the international news we receive comes from the news agencies, especially the four major ones. This observation is supported by statistics appearing in the World of News Agencies working Paper No. 11 (published by the UNESCO commission for the Study of Communication Problems: Appendix A) showing that the big-four have many more foreign bureaus and full-time correspondents in foreign countries than do the other internationally active news agencies (such as DAP, KYODO, or ANSA).

#### News Reports from the Four Major News Agencies

Third World countries claim that the four major news agencies report more bad news than good news and that they operate as multinational corporations in pursuit of profit (See Appendix B). For the third world, the Western news agencies are regarded as an extension of imperialism and a threat to the world's diversity of cultures. While the four major agencies contend that they report from no country's

point of view, scholars David H. Weaver and G. Cleveland Wilhoit (1981) have found that news agencies do give greater attention to certain types of political disruption in their third world coverage than in their coverage of the West. Robert L. Stevenson (1984) says in his article "Pseudo Debate" that Third World information gatekeepers themselves often overselect Third World "bad news" from the menu of news available to them.

#### Creation of IPS and Other Non-aligned Agencies

To prevent what they regarded as domination, many Third World countries decided to develop their own national news services, to create a press agency pool, and to foster a more appropriate style of journalism. Toward this end, the press in the Spanish-speaking nations of Central and South America and Europe coordinated their news services through the development of the Inter-Press Service (IPS) in 1964. In 1976 the News Agencies Pool of Nonaligned Countries was created and continues to be a unifying force.

#### Statement of Problem

Nonetheless, there exists important differences in how developed versus developing countries view the role of the press. The Western press and press agencies generally subscribe to a free press model; Third World nations typically hold to variants of a developmental model. McQuail (1983) describes this model as one in which the "media accept and

carry out positive development tasks in line with nationally established policy...[and] give priority in their content to the national culture and language.

Most nations have developed their own policies and press philosophy, in harmony with their political, social and economic ideologies. Sometimes these philosophies conflict with those of the major press agencies. In 1980, for example, the Journalism Bureau of Taiwan reprimanded the Associated Press, along with the weekly news magazine Newsweek, for incorrect reports about a political riot in Taiwan. The Taiwanese government began a campaign to encourage the country's press to utilize its regional news agency, Central News Agency (CNA), more fully and to foster greater cooperation between CNA and the big-four agencies in the collecting, sifting, and reporting of regional events.

Taiwan is an interesting case study: the government has expressed a desire 1) to protect itself and its citizens from undue influence by the Western press agencies; and 2) to protect its own image abroad.

#### Purpose of this Study

The purpose of this case study is to provide answers to several related questions about the Taiwanese press and its reliance on Western press agencies:

1. What percentage of international news is provided by such news sources as Associated Press, United Press

International, Reuters, French Press Agency, and Central News Agency? How do these compare with the use of staff correspondents?

2. What kinds of international news are reported, and are these reports negative, positive or neutral?

3. Do editors prefer to use Central News Agency services over those of the Western press agencies? How do editors feel about each of the news agencies?

#### Justification of the Study

As far as the press media's function is concerned, communication can be a contributory factor in the development and independence of a country. On the negative side, critics charge that mass media can also be used as an instrument of cultural aggression. Since international communication plays an important role in international relationships and world peace, the flow of information in the media needs to be studied.

The result of this research can help explain, at least for a particular period in time, the news flow between the four major news agencies and Taiwan's press, and this can be used as a reference point for the information office of the Taiwan government, as well as the Taiwanese newspapers.

#### Review of Literature

The global news flow, the world information order, and the effects of Western media have been the subject of

increasing research efforts. The intent of these efforts is to improve international communications. Some studies are from the view of industrialized nations, another are from that of the undeveloped countries, and the others are oriented toward a position of compromise. Largely, the view of "Third World" critics is that the Western press has traditionally ignored the plight and special needs of emerging nations. They acknowledge that the print media of undeveloped countries lack the depth, experience, and "look" of their Western rivals, often in terms of objectivity. Western objectivity is often the major issue in the role of the press in developed and developing nations.

Relevant literature published in English, and in Chinese will be reviewed. These works cover a diversity of issues and are presented with an eye toward understanding Taiwan's press and the role of Taiwan's Central News Agency (CNA).

We can get some ideas on the impact of the four major news agencies on the international news reports, particularly in Taiwan, by studying available literature. The English literature will reviewed first, followed by the Chinese literature.

#### Literature in English

Stevenson (1984) puts emphasis on the importance of geographic proximity in foreign news, noting that slightly more than half of foreign news in "Third world" media comes from the immediate geographic region. He does not agree with

the assertions that Western media and news agencies ignore the Third world.

In a study using thirty-three themes and references to discuss the question of "cultural bias," Stevenson suggests that first, many of the charges against the Western media and news services are not supported by evidence. Second, the lack of difference among media of very different political systems is not in keeping with the theory of cultural imperialism.

M. Masmoudi (1979) discusses the function of information in the field of international relations. In respect to the conception of information, there exist many forms of imbalance, including:

1. An inequality in information resources.
2. A lack of information on developing countries.
3. Survival of the colonial era.
4. Messages ill-suited to the areas in which they are disseminated.

Based on this, he offers several recommendations to correct this situation.

For developing countries:

1. Proper national communication policies should be established.
2. Develop a system creating a free and equitable flow between developing and developed countries in terms of content, volume and intensity.
3. Exchange information with other nations, other information



bodies, and with training and research institutes.

For developed (Western) countries:

1. Pay attention to the action taken by developing countries.
2. Help establish a balanced flow of information.
3. Ensure correspondents respect the culture and the laws of the people in the undeveloped nation being reported.

In conclusion, Masmoudi says information must be considered as a cultural product and not as merchandise. All countries should have the same opportunities of access to information sources and of participating in the communication process.

In 1973, Thomas D. Lee published a study of Taiwan's mass media including newspapers, radio and television. At that time, there were three licensed television companies in the Republic of China: Taiwan Television Enterprise (TTV), China Television Company (CTV), and Chinese Television Service (CTS). By June 1971 there were 36 broadcasting companies, 80 radio stations and 25 relay stations (these figures include transponders, relay - repeaters, and "translators"). When Lee conducted his study, there were 31 daily newspapers, including two in English. Then and now, the Central Daily News, United Daily News and China Times are considered the "big three" in Taiwan.

As in other countries, competition among the big three Taiwanese newspapers has resulted in efforts to achieve variety in contents. For this reason, some papers give more

attention to sports, culture and education while others report more financial and business stories. Although the content in the various papers varies over the years since Lee did his research, his information is still helpful for us to know the general condition of the state of journalism in Taiwan.

In a related study in 1980, Chin-Chuan Lee examined (1) communication and development, and (2) economic dependency and cultural imperialism. In his work, Canada, Taiwan and China are used as examples to discuss this subject. Insightfully, he chose Taiwan for his study because Taiwan's clear-cut economic dependence ought to be reflected in the organization and content of its media, and yet that is apparently not the case, according to Lee.

Presently, according to experts of international relations, Taiwan's situation is very delicate. In terms of political ideology, Taiwan persists in a "one China" policy. That is, its national government admits being culturally a part of China, but not a local government which belongs to the People's Republic of China (PROC). From an economic view point, Taiwan's economy is absolutely independent from PROC. This is the sensitive, near paradox of Taiwan today: They are but they are not Chinese.

Lee studied the journalism in Taiwan from these political and cultural aspects. He argued that in Taiwan the anomaly between politics/culture and economics has produced

uncertainty over the uses of media for culture, education, and national development.

Schramm and Atwood (1981) use eighteen Asian daily newspapers as their research subjects. The object of their study was to get information on the flow of news in Asia and the two-way circulation between developing and developed countries.

Their research was divided into two parts: a readership study and qualitative studies. Schramm and Atwood discover that sampled newspapers typically use between 65 percent and 75 percent of their news space for events in their own nations. Concerning foreign news in 18 Asian daily papers, about 90 percent of the stories come from the Associated Press (AP), United Press International (UPI), Reuters, and AFP. Schramm and Atwood conclude that these four agencies have considerable influence in agenda setting in emerging nations' foreign news presentation.

Schramm and Atwood present the following modest suggestions for solving the problems under study:

1. Stimulate dialogue between journalists in developing countries and those in developed countries.
2. Call a meeting between news agencies and their users.
3. Western news agencies train journalists from the Third world.
4. Create more understanding and sensitivity in Western journalists to the unique problems and situations of Third

world journalists.

### Literature in Chinese

Mao-cheng Li (1984) examined the establishment of a national communication policy. He proposed that communication is humanity's fundamental right, the degree of exercise of which is indicative of a country's sovereignty.

Li argues that as each country, each culture is unique, it's solution for communication problems should not be the same as another's, but all solutions deserve respect from both Western and Third world journalists. This presents a difficult problem in that direct media control, either voluntarily by nationalistic editors or by government edict, is contrary to Western notions of a free press.

Li presents the following principles as a basis to establish communication policy:

1. Look for cultural autonomy and protect national sovereignty.
2. Respect other countries' cultural values.
3. Allow the exchange of information and opinion.
4. Modify governmental structure in order to set up a good communication system.

### Summary

There are obviously different points of view about the organization and purpose of an international communication system. That an inequality of information exchange does exist

is admitted universally. Many scholars agree that developing and developed countries bear a responsibility for founding a new information order and for reforming the present communication system. Others hold that Third world countries must establish their own, independent information policies even at the expense of a so-called "free press".

## CHAPTER II

### METHODOLOGY

#### Scope of the Study

This is a case study covering a six-week period in 1987, utilizing three daily newspapers in Taiwan, and their international news editors and directors of international news translators. The study is based primarily on a content analysis of three Chinese-language newspapers in terms of their coverage of international happenings and their news sources. The study is to be considered as a reference from a specific point in time and not as a basis for drawing generalizations about Taiwan's press in general or of the major Taiwanese papers today.

#### Definition of Terms

Terms which will be used in this study requiring definition are as follows:

International News - Story-type news including "foreign news at home" and "home news abroad". It can be classified into 1) news related to Taiwan abroad, 2) other countries' news at home or abroad, and 3) news concerning Mainland China.

International News Editor - One who is in charge of editing international news.

Director of International News Translators - One who initially compiles all the news from foreign news agencies

(including the big-four). This person distributes these selections among translators. Sometimes, he (or she) also translates information from English to Chinese like the other translators do.

#### Choice of Participating Newspapers

For many years, the number of daily newspapers in Taiwan had been limited to thirty-one. According to the publication of Advisory Committee of Republic of China's (ROC'S) Press issued on May 1, 1987, the number of daily newspapers was frozen at a specified level. However, that situation changed when the press limitation was removed on September, 1987. The content of many Taiwanese newspapers then tended to be professionalized and was directed to readers with different interests. The press situation then turned somewhat chaotic. Data were collected just prior to the removal of the press restriction by the Taiwanese government.

The three most influential newspapers which existed before and after the removal of press limitations were selected as the subjects for this study. They are: United Daily News, China Times, and Central Daily News. These three newspapers are general newspapers that print all kinds of news and were not directly affected by the press restrictions.

According to a report from Chan Li, a Journalism professor of Cheng-chih (means "politics") published in

"Journalism Research" of March, 1986, United Daily News, China Times and Central Daily News are the three major nationwide newspapers in Taiwan. Moreover, these three newspapers represent three different positions along the political spectrum: one is central rightist, another is independent, the other is pro-government. There was no anti-government newspaper before 1987.

United Daily News, a central conservative-rightist paper with a circulation of about 1.1 million, is privately owned. It has developed as a press syndicate in combination with Min Sheng Pao (another newspaper, Pao means "newspaper"), Economic Daily News (also a newspaper), United Monthly (a magazine), and Lien-ching (means "United-Economic") Publication Co. Ltd.

China Times, an independent-centralist paper, also privately owned, is regarded as an objective newspaper by the public. It is the only member of Audit Bureau of Circulation (ABC). Its circulation was announced by ABC in November, 1986 as 1,205,523. It also has developed as another press syndicate in combination with Commercial Times (another newspaper), Times Weekly (a magazine), and Times Publication Co. Ltd.

Central Daily News, a rightist paper in accordance with its ideology, is owned by Taiwan's ruling party Kuomintang (KMT). It has about the same circulation as the other two and is disseminated to all administrative offices of the government and public schools (including colleges and



universities).

The headquarters of these three newspapers are located in Taipei, the biggest city in Taiwan.

### Procedures

Procedures include research design, collection of the data, examination of the data, and analysis of the data.

SPSSX Batch System, a statistical computer software package, was used to manipulate the data, interpret the results, and answer the questions under study.

### Content Analysis

1. Twenty-one issues of three Chinese-language newspapers (seven copies for each newspapers) were gathered for content analysis. These seven copies include the Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday editions. Each edition is eight days apart. The dates of these 1987 newspapers are: July 8, July 16, July 24, August 1, August 9, August 17, and August 25.

2. The analysis was based on four criteria: news sources, country, category of news, and viewpoint. As far as the news sources were concerned, they were listed as AP, UPI, Reuters, AFP, CNA, and each newspaper's own staff correspondents. For the category "country", news was divided into five groups: news related to Taiwan abroad, news related to other countries, news related to mainland China, news related to people in general with no country identified, and

other. The category for the news "topic" was divided into "Politics, Military, & Diplomacy", "Economics & Finance", "Science, Health & Education", "Sports & Contests", "Arts, Culture & Cultural exchange", "Crime & Judicial", "Accident & Disaster", "Human interest", and "Other". The viewpoint for the news was defined as positive, negative, or neutral.

3. Among all the criteria, viewpoint was the most difficult to classify. Subjectively, positive news consisted of those stories about events that established or preserved order from a "free world" perspective: U.S. Aircraft protected the ships or tankers which sailed on the Gulf; White House would notify the Congress two days before taking any secret action; Philippine's president asked for crackdown on violence; Afghanistan's rebels frustrated soviet warplanes; etc. Negative news were those stories about events that make the world order unstable, again from a "free world" perspective: disasters and accidents; China sold weapons to Iran; strikes and protests; U.S. information agency indicated that some Japanese dealers sold weapons to communist countries; etc. Neutral news included events that probably do not have any immediate impact, regardless of perspective, such as: gasoline price went up or down moderately; U.S. forces kept alert on Gulf; Soviet expected that the quality for their commercial product would be higher than those from Korea; etc. The categories reflect the "cold war" environment that existed at the time the study was conducted.

4. Reliability was tested to ascertain whether news stories could be consistently classified using these categories of viewpoint.

5. The frequency of each kind of news story in each issue and for each paper was counted first. Percentages were also calculated.

6. Statistics were used to determine significant differences between variables and to test for the independence of two variables. Since variables are nominal, Chi-square distribution was applied to do this test. All statistics were obtained from SPSSX programs.

#### Interviews with the editors and directors of international translators

The international news editors and the directors of international news translators of the three newspapers were sent a questionnaire (Appendix D).

Questionnaire Part I of the questionnaire (Appendix D) contained questions which had to do with international news edition or compiling. Part II contained questions which were intended to represent subjects' opinions about the four news agencies. Part III contained the questions about the three newspapers' policies concerning international news. Part IV contained questions about the editors and their backgrounds.

The results of the survey were intended to provide additional information to help explain the results of the content analysis. It is assumed that editors exercise some

control over the content of their newspapers and thus, their opinions should partly agree with their decisions regarding what news and from what source they select for publication.

### Reliability

Reliability is a concept important to content analysis. Reliability is established when repeated uses of the same procedures produces the same results. The author was the first person to judge all the international news stories in these three newspapers, classify them into nine categories and decide their viewpoints. Three other examiners followed the same procedures. To achieve acceptable levels of reliability the researcher took the following steps:

1. Defining category boundaries in detail.
2. Training the examiners. The researcher chose two news items from each category and had the examiners re-classify them and judge viewpoint. Disagreements were analyzed as they occurred during the training sessions.
3. For the actual test and reliability, the researcher selected twenty news stories from category one, ten news stories from categories two, three, four, seven, and nine, and five news stories from categories six and eight.

The eight categories for news "topic" are: 1. "Politics, Military, & Diplomacy", 2. "Economics & Finance", 3. "Science, Health, & Education", 4. "Sports & Contests", 6. "Crime & Judicial", 7. "Accident & Disaster", 8. "Human

interest", and 9. "Other". Category five is missing, because there is only one news story about "Arts, Culture & Cultural Exchange".

The inter-rater reliability was calculated by using Pi index. In terms of the eight categories and three viewpoints for the eighty news stories, the results of reliability test between the researcher and the first rater, the researcher and the second rater, the researcher and the third rater are shown as follows:

Table 1. Reliability of content analysis concerning category.

Examiner	Reliability
1	0.912
2	0.868
3	0.941
Overall	0.907

Table 2. Reliability of content analysis concerning viewpoints.

Examiner	Reliability
1	0.907
2	0.945
3	0.925
Overall	0.926

As a rule of thumb, most published content analyses report a minimum reliability coefficient of about .75 or above when using Pi. The outcome indicated that the overall reliability was 0.907 for category and 0.926 for viewpoint. This suggests that the researcher's classification is sufficiently reliable for purpose of this study.

#### Statistics

Chi-square ( $\chi^2$ ) distribution was used to conduct tests of the relationship between two variables. The hypotheses for these tests of independence were mentioned as null hypothesis (denoted by  $H_0$ ) and alternative hypothesis (denoted by  $H_1$ ).  $H_0$  indicates an independent relationship between two specific variables while  $H_1$  indicates association between these two variables. For independent relationship, expected chi-square value should be close to the degree of freedom which is calculated by multiplying the number of rows minus 1 times the number of columns minus 1.

In this study, the researcher set probability at .05 for

the level of significance of these tests, and the Table for Chi-square distribution was checked to get upper-tail and lower-tail values. The researcher would reject the null hypothesis only if the differences in observed and expected frequencies provided a greater or smaller value.

## CHAPTER III

## FINDINGS

Introduction

The purpose of this chapter is to present the analysis of data obtained from the content analysis of the three major national daily newspapers in Taiwan: United Daily News, China Times and Central Daily News. This study examines the extent to which these daily newspapers rely on the western news agencies (AP, UPI, Reuters, and AFP) for international news coverage. It also examines certain editorial decisions regarding the type and slant of news stories selected for publication. This chapter is presented in two main sections: Research Questions and Post Hoc Analysis. Interviews with the news editors and translators of the three newspapers are discussed in the next chapter.

Research Questions

Answers to the following two questions were being sought:

1. What percentage of international news is provided by such news sources as Associated Press, United Press International, Reuters, French Press Agency (AFP), and Central News Agency (CNA)? How do these compare with the use of staff correspondents?
2. What kinds of international news are reported, to which country are they related, and are these reports



negative, positive or neutral?

News source

Taiwan's government has been critical of the national press for reliance on the Western news agencies for coverage of international affairs. These agencies are: Associated Press (AP), United Press International (UPI), Reuters and French Press Agency (AFP). Taiwan's media also have access to Central News Agency (CNA) of Taiwan, and have been encouraged to use CNA as a primary source of international news stories. In addition, the three Taiwanese newspapers selected for this study have large circulation and resources to maintain a staff of international reporters.

For the purposes of this study, twenty-one issues of the three newspapers were selected, and these yielded 378 international news stories. These stories were tabulated by news source: AP, UPI, Reuters, AFP and CNA. A sixth category, representing the paper's own international reporters (Staff) and a seventh category, representing a combination of news sources (Combined) were added. In preparing these data for analysis, it became clear that about 22 percent of the news stories were taken from more than one news source, although the sources can be easily identified as "primary" and "secondary".

The frequency and percentage of each news source is shown in Table 3 for the primary source of international news stories. For the secondary news source, the data are shown

in Table 4.

Table 3. The frequency and percentage of the seven news sources utilized as the primary source of international news stories.

News Source	Frequency	Percentage	Cumulative Percentage
AP	70	19	19
UPI	53	14	33
Reuters	59	16	48
AFP	60	16	64
CNA	20	5	69
Staff	111	29	99
Combined	5	1	100

Table 4. The frequency and percentage of the six news sources utilized as the secondary new source of the international news stories.

News Source	Frequency	Percentage	Cumulative Percentage
AP	21	26	26
UPI	17	21	47
Reuters	18	22	69
AFP	13	16	85
CNA	6	7	92
Staff	7	8	100

From the data in Table 3, an obvious phenomenon can be found. More than half (64%) of the international news stories are provided by the four big news agencies. However, as far as a single news source is concerned, the newspaper's own staff correspondents provide the largest number (29%) of international news and CNA, the smallest number (5%).

From the figures in Table 4, the same pattern exists. The four major news agencies provide 85 percent of the international news stories. CNA plays a small role (7%) in providing international information. But Associate Press and not the newspaper's own staff correspondents (26% vs. 8%) is the secondary news source which provides the largest number of international news stories. This suggests that the newspapers' staff correspondents are much more likely regarded by their editors as the primary news source than as the secondary news source. Probably this is due to newspaper's policy which requests its news editors to regard its own correspondents as the most important news source.

In general, the three major national daily newspapers in Taiwan -- United Daily News, China Times, and Central Daily News -- have similar tendencies when reporting international news stories. However, there still exist some differences.

Concerning the frequency and percentage of international news provided by the primary news sources mentioned in this study, the three newspapers have about the same percentage (Table 5). The four major news agencies combined provide more than half of the international news stories. Like the previous results, each newspaper's own staff correspondent is the single news source which provides the biggest amount of international news. The United Daily News has the highest proportion with 37 percent.

From the figures in Table 5, CNA does not seem to be

important to United Daily News (2%) and China Times (1%). It is relatively more important to Central Daily News (10%), probably because both CNA and Central Daily News are run by the Taiwan government.

Table 5. Comparison of percentage of international news provided by the primary news sources in the three newspapers.

News Source Newspaper	Four major News Agencies	Own Staff Correspondent	CNA
United Daily News	60	37	2
China Times	68	29	1
Central Daily News	65	24	10

#### Categories of News Stories

The total of 378 international news stories were divided into nine categories: 1. "Politics, Military, & Diplomacy", 2. "Economics & Finance", 3. "Science, Health, & Education", 4. "Sports & Contests", 5. "Arts, Culture & Cultural exchange", 6. "Crime & Judicial", 7. "Accident & Disaster", 8. "Human interest", and 9. "Other". Inter-raters reliability for categorizing these stories was .91. The frequency and percentage of each category are shown in Table 6.

Table 6. The frequency and percentage of the nine categories of the international news stories.

Category	Frequency	Percentage
Politics	191	51
Economics	44	12
Science	17	4
Sports	69	18
Culture	1	0
Crime	11	3
Disaster	20	5
Human Interest	6	2
Other	19	5

Table 6. shows that 51 percent of the international news stories fall into the category, "politics, military and diplomacy". Sports and contests news stories (18%) and economic and financial news stories (12%) are the next largest categories. News stories relating to arts, culture and cultural exchange are almost non-existent.

From Table 6, political news, economic news, and sports news are listed as the three most important categories of news stories for the three newspapers. However, their importance for each newspaper is a little divergent as shown in Table 7.

Table 7. Comparison of the allocation of nine categories of international news stories.

	United Daily News	China Times	Central Daily News
Politics Military Diplomacy	45	57	51
Economics Finance	12	15	10
Science Health Education	3	1	8
Sports Contests	25	10	18
Arts, Culture & Cultural Exchange	1	0	0
Crime Judicial	4	3	2
Accident Disaster	4	6	6
Human Interest	2	0	3
Other	5	8	3

From Table 7, it is seen that political, military and diplomatic news stories occur most frequently in all three newspapers (45% - 51%). Sports and contests occur second most frequently in the United Daily News (25%) and the Central

Daily News (18%). For China Times, economic and financial news stories occur more frequently than do sports stories (15% versus 10%), but the differences are not statistically significant.

### Viewpoints

In general, media are accused of reporting more bad news than good news. To determine what editors are selecting, the 378 news stories were evaluated and sorted into "positive", "negative" and "neutral" categories. Inter-raters reliability was calculated at .93. In Table 8, the frequency of studies classified by viewpoint is presented.

Table 8. The frequency and percentage of different viewpoints of international news.

View Point	Frequency	Percentage
Positive	107	28
Negative	134	35
Neutral	137	36

From Table 8, it is evident that international news stories are about equally distributed between "positive", "negative" and "neutral" categories. These categories are defined on page 17.

The differences between three viewpoints for each of the newspaper are small, suggesting that the newspapers do not differ appreciably from one another in terms of the slant of the stories selected for publication. These data are shown in Table 9.

Table 9. Comparison of the viewpoints.

	Positive	Negative	Neutral
United Daily News	32	31	36
China Times	28	37	35
Central Daily News	25	38	37

#### Post Hoc Analysis

##### Relationship between the Primary News Source and Category

A contingency table was established to test the relationship between the primary news source and the categories of news stories. The nine categories are represented by the values from "1" to "9", as explained on pages 17 and 27.



Table 10a. Summary of the primary news source by category.

Count Row Pct Col Pct	Politics	Economics	Science	Sports	Culture
The Big-four	154 63.6 80.6	32 13.2 72.7	12 5.0 70.6	5 2.1 7.2	
CNA	9 45.0 4.7	1 5.0 2.3	1 5.0 5.9	7 35.0 10.1	
Staff	27 24.3 14.1	11 9.9 25.0	4 3.6 23.5	55 49.5 79.7	1 .9 100.0
Combined	1 20.0 .5			2 40.0 2.9	
Column Total	191 50.5	44 11.6	17 4.5	69 18.3	1 .3

Count Row Pct Col Pct	Crime	Disaster	Human Interest	Other	Row Total
The Big-four	7 2.9 63.6	15 6.2 75.0	6 2.5 100.0	11 4.5 57.9	242 64.0
CNA		1 5.0 5.0		1 5.0 5.3	20 5.3
Staff	3 2.7 27.3	3 2.7 15.0		7 6.3 36.8	111 29.4
Combined	1 20.0 9.1	1 20.0 5.0			5 1.3
Column Total	11 2.9	20 5.3	6 1.6	19 5.0	378 100.0

Table 10. Break down of the primary news source by category.

Count Row Pct Col Pct	Politi- tics	Econo- mics	Science	Sports	Culture	Row Total
AP	44 62.9 23.0	13 18.6 29.5	3 4.3 17.6	1 1.4 1.4		70 18.5
UPI	27 50.9 14.1	4 7.5 9.1	5 9.4 29.4	2 3.8 2.9		53 14.0
Reuters	43 72.9 22.5	8 13.6 18.2		2 3.4 2.9		59 15.6
AFP	40 66.7 20.9	7 11.7 15.9	4 6.7 23.5			60 15.9
CNA	9 45.0 4.7	1 5.0 2.3	1 5.0 5.9	7 35.0 10.1		20 5.3
Staff	27 24.3 14.1	11 9.9 25.0	4 3.6 23.5	55 49.5 79.7	1 .9 100.0	111 29.4
Combined	1 20.0 .5			2 40.0 2.9		5 1.3
Column Total	191 50.5	44 11.6	17 4.5	69 18.3	1 .3	378 100.0

(Continued)

Count Row Pct Col Pct	Crime	Disaster	Human Interest	Other	Row Total
AP	4 5.7 36.4	3 4.3 15.0		2 2.9 10.5	70 18.5
UPI	1 1.9 9.1	7 13.2 35.0	4 7.5 66.7	3 5.7 15.8	53 14.0
Reuters	1 1.7 9.1	1 1.7 5.0	1 1.7 16.7	3 5.1 15.8	59 15.6
AFP	1 1.7 9.1	4 6.7 20.0	1 1.7 16.7	3 5.0 15.8	60 15.9
CNA		1 5.0 5.0		1 5.0 5.3	20 5.3
Staff	3 2.7 27.3	3 2.7 15.0		7 6.3 36.8	111 29.4
Combined	1 20.0 9.1	1 20.0 5.0			5 1.3
Column Total	11 2.9	20 5.3	6 1.6	19 5.0	378 100.0

CHI-SQUARE    D.F.    SIGNIFICANCE    MIN E.F.    CELLS WITH E.F.< 5  
176.87284    48    0.0000    0.013    45 OF 63 (71.4%)

The degree of freedom for this contingency table (Table 10a.)  
is  $(9-1)(7-1) = 48$ .    From the Table for Chi-square

distribution available to the researcher, only  $\chi^2$  values with degree of freedom 40 and 50 can be checked. Using the more conservative estimate, 95 percent of the possible  $\chi^2$  values must be between 32.3574 and 71.4202. In this analysis,  $\chi^2$  was 176.87284, a statistically significant value. So,  $H_0$  is rejected in favor of a dependent relationship between the primary news source and category of news story.

A very high percentage of political, military and diplomatic news (about 81%) is supplied by the four major news agencies. A similar result appears for economic and financial news stories. For sports and contests news, however, about 80 percent is provided by the newspapers' own staff correspondents. Figures in Table 10 also indicate that Taiwan's only news agency, CNA, seems not to be considered as an important news source for any specific category of news stories.

In terms of tendencies of individual newspapers, some differences do exist.

Table 11 below shows that the three newspapers use about the same percentage of political, military, and diplomatic news from the four major news agencies (78% - 83%). United Daily News uses the news agencies for economic and financial stories more than the other two papers do. China Times and Central Daily News rely more on staff correspondents.

More than half of the international sports stories are provided by each newspaper's own staff correspondents --

United Daily News with 87 percent, China Times with 100 percent and Central Daily News with 66 percent.

Table 11. Comparison of relationship between the primary news source and category.

Category Newspaper	Politics, Military, & Diplomacy (by the big four)	Economics & Finance by 1. the big four 2. staff correspondent		Sports & contests (by staff correspondent)
United Daily News	77.7	85.7	14.3	86.7
China Times	80.8	66.6	33.3	100
Central Daily News	82.6	66.7	26.7	65.5

Relationship between the Primary News Source and Class of Country

News stories were divided into five groups: 1. news related to Taiwan abroad, 2. other countries' news, 3. news related to Mainland China, 4. news related to people in general with no country identified, and 5. other. To test whether the newspaper editors turn to one news source for news stories about a particular country or geographic area, a contingency table was created. These data are shown in Table 12a and Table 12.

Table 12a. Summary of the primary news source by country.

Count Row Pct Col Pct	Taiwan abroad	Other Coun- tries	Main- land china	People in general	Other	Row Total
The Big-four	2 0.8 2.9	207 85.5 87.3	24 9.9 51.1	9 3.7 100.0		242 64.0
CNA	9 45.0 12.9	3 15.0 1.3	8 40.0 17.0			20 5.3
Staff	58 52.3 82.9	24 21.6 10.1	14 12.6 29.8		5 13.5 100.0	111 29.4
Combined	1 20.0 1.4	3 60.0 1.3	1 20.0 2.1			5 1.3
Column Total	70 18.5	237 62.7	47 12.4	9 2.4	15 4.0	378 100.0

Table 12. Break down of the primary news source by country.

Count Row Pct Col Pct	1	2	3	4	5	Row Total
AP		62 88.6 26.2	5 7.1 10.6	3 4.3 33.3		70 18.5
UPI	1 1.9 1.4	42 79.2 17.7	6 11.3 12.8	4 7.5 44.4		53 14.0
Reuters		54 91.5 22.8	4 6.8 8.5	1 1.7 11.1		59 15.6
AFP	1 1.7 1.4	49 81.7 20.7	9 15.0 19.1	1 1.7 11.1		60 15.9
CNA	9 45.0 12.9	3 15.0 1.3	8 40.0 17.0			20 5.3
Staff	58 52.3 82.9	24 21.6 10.1	14 12.6 29.8		15 13.5 100.0	111 29.4
Combined	1 20.0 1.4	3 60.0 1.3	1 20.0 2.1			5 1.3
Column Total	70 18.5	237 62.7	47 12.4	9 2.4	15 4.0	378 100.0

CHI-SQUARE    D.F.    SIGNIFICANCE    MIN E.F.    CELLS WITH E.F. < 5  
237.47370      24      0.0000      0.119      19 OF 35 (54.3%)

The degree of freedom for this contingency table (Table 12a.) is  $(5-1)(7-1) = 24$ . Nine-five percent of the possible

$\chi^2$  values with degree of freedom 24 must be between 12.4011 and 39.3641. From the cross tabulation, a  $\chi^2$  of 237.47370 was obtained, a value that is statistically significant. This suggests that there is a dependent relationship between the primary news source and country.

Table 12 shows that the three newspapers put their great emphasis on news about other countries (63%), followed by news about Taiwan abroad (19%) and news about Mainland China (12%).

As far as the news stories related to other countries are concerned, 87 percent are provided by the four major news agencies. Although the four major news agencies combined also have a higher proportion in reporting news stories related to Mainland China (51%), the newspapers' own staff correspondents are the major single news source to supply news about Mainland China (30%). Of news related to Taiwan abroad, 83 percent of the stories are reported by newspapers own staff correspondents. Table 12 also shows that CNA is not regarded important for any class of news stories.

For all three newspapers, the primary news source is related to the country reported on. The comparison between the three can be seen in Table 13. Here, CNA is considered as the second most important news source for news related to Taiwan.



Table 13. Comparison of relationship between the primary news source and country.

Class Newspaper	News related to Taiwan abroad by 1. own staff correspondent 2. CNA		Other countries' news (by the big four)	News related to Mainland China by 1. own staff correspondent 2. any source	
	United Daily News	89.7		6.9	84.5
China Times	92.9	0	85.7	40	20 AFP & Reuters
Central Daily News	70.4	25.9	90.6	26.1	26.1 CNA

From the figures in Table 13, for news related to Taiwan abroad, each newspaper's own staff is the primary news source for all three newspapers. For Central Daily News, CNA is another important news source. For other countries' news, the four major news agencies combined supply more than 80 percent for all three papers. As to news related to Mainland China, United Daily News's own staff correspondents and AFP are both the primary news sources. China Times's own staff correspondents are the most important news source and both AFP and Reuters are the second most important. Central Daily News's own staff correspondents and CNA are listed as the number one news sources. Among the three newspapers, CNA is considered relatively important only to Central Daily News.

Relationship between Country and Viewpoint

In consideration of a nation's development, policy, defense or other factors, some class of news stories might tend to be reported positively while another to be reported negatively. A contingency table was created to test this relationship (Table 14). The five classes of news stories originated are represented by the values from "1" to "5", like they are in Table 12.

Table 14. The crosstabulation of country by viewpoint.

Count Row Pct Col Pct	Positive	Negative	Neutral	Row Total
Taiwan abroad	38 54.3 35.5	15 21.4 11.2	17 24.3 12.4	70 18.5
Other coun- tries	64 27.0 59.8	81 34.2 60.4	92 38.8 67.2	237 62.7
Mainland China	1 2.1 .9	35 74.5 26.1	11 23.4 8.0	47 12.4
People in general	2 22.4 1.9	3 33.3 2.2	4 44.4 2.9	9 2.4
Other	2 13.3 1.9		13 86.7 9.5	15 4.0
Column Total	107 28.3	134 35.4	137 36.2	378 100.0

CHI-SQUARE   D.F.   SIGNIFICANCE   MIN E.F.   CELLS WITH E.F.< 5  
75.04322            8            0.0000            2.548            4 OF 15 (26.7%)

The degree of freedom for this contingency table is  $(3-1)(5-1) = 8$ , with 95 percent (95%) of the possible  $\chi^2$  values between 2.17973 and 17.5346. A  $\chi^2$  of 75.04322 was obtained, a value that is statistically significant. This suggests a dependent relationship between "country" and news viewpoint.

Only news related to other countries, news related to

Taiwan abroad, and news related to Mainland China are considered here.

From Table 14, an obvious relationship can be noted. News related to Taiwan abroad tends to be positive while news related to Mainland China tend to be negative. News related to other countries is relatively more neutral.

A comparison among the three newspapers is shown in Table 15 below.

Table 15. Comparison of relationship between newspaper's viewpoint and country.

Class Newspaper	News related to Taiwan (positive)	News related to Mainland China (negative)
United Daily News	58.6	71.4
China Times	50.0	60.0
Central Daily News	51.9	82.6

It is noted that each newspaper has about the same proportion of positive news stories pertaining to Taiwan. Although all the news pertaining to Mainland China tends to be negative, there exist different proportions among the three papers. Central Daily News has the highest percentage (83%), probably because it is a newspaper owned by the government;

United Daily News, a central conservative-rightist paper, has 71 percent negative news; and China Times, an independent-centralist paper, has the lowest percentage (60%).

## CHAPTER IV

## CONCLUSIONS

Summary of FindingsResearch Questions

In this study of three Taiwanese newspapers, 64 percent of the international news stories are provided by the four Western news agencies. The newspapers' own staff correspondents provide about a third of the international news stories published in these papers. Taiwan's only regional news agency, CNA, does not seem to be especially important source of international news.

Half of the international news stories are concerned with politics, military and diplomatic matters. Sports and contests news stories are the next largest category, followed by economic and financial news stories. Only a small number of news stories about science, education, judicial, accident, disaster, or human interest are published in any of the three papers, and news stories relating to arts, culture and cultural exchange are almost non-existent.

Post Hoc Analysis

After studying the relationship between the nine categories of news stories and the primary news source, the following emerges: 81 percent of political, military and diplomatic news and 73 percent of economic and financial news

are provided by the four major news agencies. For sports and contests news, about 80 percent are provided by the newspapers' own staff correspondents. CNA seems not to be an important news source for any specific category of news stories.

"Country" is also related to the primary news source: 87 percent of the news stories pertaining to other countries are provided by the four major news agencies. The newspapers' own staff correspondents are the major single news source which supplies the largest number of news stories pertaining to Mainland China (30%). For news about Taiwan abroad, 83 percent is reported by the newspapers' own staff correspondents. Once again, CNA is not regarded important for any group of news stories.

It is obvious that the country from which the story originated is related to viewpoint. News related to Taiwan abroad tends to be positive, whereas news related to Mainland China tends to be negative. The government-owned newspaper, Central Daily News has the highest percentage of negative news about Mainland China; and an independent centralist paper, China Times, the lowest percentage.

#### Views of the News Editors and News Translators

The findings above are corroborated by the opinions from the six international news editors and directors of international news translators of the three newspapers

(Appendix D). Four out of six think that the four major Western news agencies are the most trustworthy news sources, while the remaining think that both their newspapers' own staff correspondents and the big four news agencies are equally trustworthy news sources. Five out of six think that the four major news agencies tend to report news stories from the Western points of view, and that the big-four are apt to put racial discrimination in their news reports.

Five out of six say that political news is regarded by their newspapers as the most important international news, followed by economic news.

The fact that news stories related to Mainland China tend to be negative can be explained in part by information from the editors' responses to an interview question: four out of six editors strongly agree that a country's journalism policy should be based on its national security. A fifth editor moderately agrees with this view.

#### Discussion

The control of international information by the four major news agencies is evident. This finding agrees with the research study by Schramm and Atwood (1981) which found that of the foreign news in 18 Asian daily papers, about 90 percent of the stories came from the four western news agencies. The situation probably results from two actualities. One is that these editors do not consider CNA



as credible as the big-four. The other is that the newspapers do not have enough foreign correspondents: United Daily News has dispatched the largest number of correspondents abroad - about twenty, China Times has about fifteen, and Central Daily News has five or six.

CNA is relatively more important to Central Daily News than to United Daily News and to China Times, perhaps because CNA and Central Daily News are both owned by the Taiwan government. Generally, CNA does not play a large role in supplying international news. This does not mean that it is not a significant news source. As a member of the Non-Aligned Pool, it still might assist in improving the amount and presentation of news from developing and industrialized nations and thus help correct the alleged imbalance of news. Also, CNA's other operations can not be neglected. These operations include news exchanges with leading international and national news agencies, newscasts beamed in Chinese and English to foreign countries, publications and translations of articles on international issues, and other services.

That half of news about Taiwan is positive is a common phenomenon which results from nationalism. On the opposite side, about two-thirds of the news related to Mainland China tends to be negative. China was divided into Taiwan and Mainland China in 1949, and since then the two political entities battle each other through the mass media. Among the negative news related to Mainland China, Central Daily News

has relatively higher percentage than United Daily News and China Times. Central Daily News is a government-support newspaper. However, as a whole, news stories are about equally distributed between "positive", "negative" and "neutral". This finding does not agree with Robert L. Stevenson's assertion 1984 that Third World information gatekeepers themselves often overselect Third World "bad news" from the menu of news available to them.

More than the other two newspapers, China Times regards economic and financial news stories as important, probably because it is derived from the newspaper called "Cheng-Hsing Hsing Wen Pao" which used to emphasize economic and financial news.

The phenomenon concerning the low level of human interest/arts & culture in international news stories is understandable. People are concerned with what is happening around them. They are interested in neighbors, friends or persons in the same community, not typically those in another countries. Therefore, news stories concerning human/arts & culture are considered indispensable for local newspapers, but not for international news.

The demographic area from which the international news story originates is most typically a country with which Taiwan has any political or economic relations, such as the United States, Japan, Korea, some African countries, etc. The papers studied here also print stories concerning Mainland China, and

the Soviet Union. This situation does not agree with Robert L. Stevenson's finding that slightly more than half of foreign news in "Third world" media comes from the immediate geographic region. Taiwan has moved from a developing country to an industrialized nation, and its media reflect that fact. Its news coverage is truly international and proportionally less attention is given to purely regional matters.

### Conclusions

This study began as an investigation of the alleged domination by the western press agencies (AP, UPI, Reuters, and AFP) of the flow of international news. Taiwan's three large circulation, general purpose newspapers: United Daily News, China Times, and Central Daily News were selected and analyzed. It is evident that the majority (64%) of international stories published in these papers are drawn from the big-four Western press agencies. However, this proportion of news stories is low compared with the 90 percent that Schramm and Atwood found in their study of 18 Asian newspapers.

Taiwan's only regional news agency, Central News Agency, evidently functions more as a translator of news than as a provider of international news stories. CNA may, in fact, function as a public relations arm of the Taiwan government, serving to disseminate "good news" about Taiwan. There are two conflicting forces at work here: 1) Domination by the

Western press agencies, and 2) the desire of Taiwan government to protect its image abroad. CNA cannot serve as an objective news source under its present mandate. If a country, such as Taiwan, wants to break the domination over its press with regard to foreign news stories, it will need to either control its press by government edict, or to permit the regional press agencies to become an objective alternative. Taiwan abandoned the first alternative in 1987, but has not taken steps to implement the second.

It is possible the CNA could become an objective, perhaps even a strong regional news agency, if government support was reduced or provided without restrictions, and if the agency combined its resources with those of the three major newspapers in Taiwan. China Times has a staff of 15 overseas correspondents, and United Daily News, a staff of 20. Central Daily News has a staff of five or six overseas correspondents, but it is owned by the ruling party of Taiwan and its participation may create uneasiness in the minds of some people.

Taiwan is moving toward a free-press model, although one tempered by national security need as evidenced by comments of the editors. Perhaps it is this change in the role of Taiwan press that will permit the evolution of CNA toward an objective news provider. The creation of a strong Chinese news agency in Taiwan's best interest is if wants the Chinese point of view represented internationally.

### Limitations

This is a case study covering a six-week period in 1987. The data reflect the situation at that time and for the three newspapers selected. It is difficult to generalize from a case study to the entire year or what the situation may be today. However, case studies are useful as a base line in that they provide information about a specific point in time.

It is hoped that this study will be useful to other researchers who are studying media practice in Taiwan and other countries in general.

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APPENDIXES



## Appendix A.

Table 5: Figures Relating to Some Internationally Active Agencies

Press Agency	Number of countries served	Number of subscribers	Number of countries covered by correspondents and stringers	Number of words issued daily	Number of regular staff	Number of correspondents in foreign countries
AP (USA)	108	1,320 newspapers 3,400 broadcasters in USA 1,000 private subscribers	62 foreign bureaux	17 million		559
UPI (USA)	92	7,079 newspapers 2,246 clients outside USA + 36 national news agencies	81 foreign bureaux	11 million 200 news pictures	1,823	578
AFP (FRANCE)	152	12,000 newspapers 69 national agencies	167 countries 108 foreign bureaux	3,350,000 + 50 news pictures	1,990 incl.	171 full-time corres. 1,200 stringers
REUTERS (UK)	147	6,500 newspapers & 400 radio and TV stations	153 countries	1,500,000	2,000 incl.	350 full-time corres. 800 stringers
TASS (USSR)	80	13,000 subscribers 200 subscribers to Tass photo 325 foreign subscribers	110 countries 40 bureaux		professional staff 560	61 corres.
DPA (FRG)	78	144 foreign subscribers 55 film services	80 countries 37 film services	115,000	800 incl.	105 full-time corres.
ANSA (ITALY)	69	1,600 ( <i>circa</i> )	69 bureaux	300,000	568 incl.	47 full-time corres. 295 stringers
EFE (SPAIN)	32	1,734	52	500,000	545	123
KYODO (JAPAN)	37	33 national agencies 40 foreign news agencies 64 Japanese newspapers 59 commercial radio and TV stations 14 non-member newspapers	37 bureaux	220,000 letters in Japanese 35,000 words in English	1,900	
TANJUG (YUGOSLAVIA)	103		46	75,000 to 120,000 + 40-50 news pictures	896 incl.	46 full-time corres.
IPS INTER PRESS SERVICE	36	19 national agencies 400 newspapers, weeklies and institutions	50	100,000	390	44
MENA	25	13 national agencies for exchange of news 21 national agencies for exchange of photos	35	185,000 200 documentary films 200 news pictures	500 incl.	35 full-time corres.

Source: The World of News Agencies Working Paper No. 11 of the UNESCO Commission for the Study of Communication Problems.

## Appendix B.

**"Bad news" in selected news agencies and national media**

News Agencies and media	First World	Second World	Third World
Agencies to Latin America	17%	20%	26%
Argentina	20	26	25
Brazil	29	32	26
Mexico	13	27	25
AFP to Africa	24	43	39
Zambia	39	50	49
Zaire	27	13	25
Kenya	25	28	46
Algeria	18	7	25
Tunisia	23	16	24
Ivory Cost	12	16	31
Soviet Union	21	18	51
United States	23	26	58
Iceland	16	24	58
Greece	16	0	67

Research result by Robert L. Stevenson & Gary D. Gaddy

Appendix C  
Cover Letter

Aug 22, 1987

Denise Hsiu-wen Li  
Department of Mass Communication  
Utah State Univ.  
Logan, Ut 84322

Dear respondent:

While the international communication moves one step further, the effects of the four major news agencies have become controversial around the world. You, as an international news editor (or translator) is one of the most valuable source for checking those effects on the international news reports in Taiwan and for offering suggestions to improve the existing situations in our country. If the results are to accurately reflect the views of newsmen in this country, it is important that you complete the questionnaire in two days and I will pick it up personally. Your opinions will be helpful for my thesis studies in deciding whether the four major news agencies have impacts on the international news reports in Taiwan.

The questionnaire is divided into four major parts, each of which is of equal importance. Please answer each question in the manner specified. Your responses and comments will be treated with complete confidentiality; anonymity is guaranteed. Therefore, please don't sign your name on the questionnaire.

I would be most happy to answer any questions you might have. Please feel free to call me collect at (042) 262-1691.

Thank you for your time and participation.

Sincerely,

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Denise Hsiu-wen Li  
Project designer

Appendix D  
Questionnaire

## QUESTIONNAIRE

The purpose of this questionnaire is to realize the effects of the four major news agencies on the international news reports in Taiwan. Four parts of questions are included in this questionnaire.

Part I

Our first set of questions have to do with your international news edition or compiling. Please read each question and provide your responses.

1. What is the first step when you manage international news?

- Look over all the international news reports available  
 Read some evening newspapers looking for information clues  
 Read the international news which are published already to make comparison or to use them as references  
 Others (Please specify \_\_\_\_\_  
 \_\_\_\_\_ )

2. From which Western news agencies do you get international news?

- AP, UPI, REUTERS & AFP  
 AP, UPI & REUTERS  
 AP, UPI & AFP  
 AP & UPI  
 Others (Please specify \_\_\_\_\_ )

3. Which news agency do you think is the most trustable?

- AP     UPI     REUTERS     AFP

Reason: \_\_\_\_\_  
 \_\_\_\_\_

4. Do you sift that most trustable news agency's news firstly every day?

- Yes  
 No

If no, please specify the right news agency's name and give your reason.

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5. What do you base on in sifting international news?

- The news' importance to our country  
 The news' importance to the whole world  
 The news' interest  
 The news' contingency  
 Other (Please specify \_\_\_\_\_ )

6. As far as international news reports are concerned, which news source do you think is the most trustworthy?

- The correspondents of your newspaper  
 The correspondents of Central News Agency  
 The major Western news agencies (i.e. AP, UPI, REUTERS & AFP)  
 Others (Please specify \_\_\_\_\_ )

7. Do you think the news of CNA (Central News Agency) is more credible than those of the four major news agencies?

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

## Part II

The following questions are intended to represent your opinions about the four major news agencies. Please read each question and provide your responses.

8. All the news reported about developing countries (including Taiwan, although Taiwan is a newly industrialized country) from the major Western news agencies tend to be disasters.

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

9. do you think that the four major news agencies report more Western news than those of other areas?

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

10. Racial discrimination can be seen in the news reports from the major Western news agencies.

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

11. As far as you feel, the major Western news agencies (AP, UPI, REUTERS & AFP) report news from

- The Western countries' points of view  
 The developing countries' points of view  
 No country's point of view  
 Others ( Please specify \_\_\_\_\_ )

12. Since the newspapers in Taiwan are short of personnel and facilities, the international news reports from the major Western news agencies are more accurate and more objective.

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

13. Since Western countries highly regard the freedom of the press, and emphasize the objectivity and accuracy of news reports, therefore, their news agencies' reports are acceptable.

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree



Part III

The following are some questions about you newspaper's policy or status quo concerning international news. The researcher is interested in how you think about these matters. Please read each question and provide your responses.

14. Do you think that the proportion of international news report to the whole news in your newspaper needs to be increased?

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

15. According to your newspaper's policy, what kind of international news is the most important?

- Natural disasters (such as earthquake, and flood)  
 Politics (including defense, military and coup)  
 Economics  
 Sports  
 Others (Please specify \_\_\_\_\_ )

16. Although the freedom of the press can not be neglected, one country's journalism policy should be based on its national security.

- Strongly agree  
 Agree  
 No opinion  
 Disagree  
 Strongly disagree

17. How many correspondents are dispatched abroad by your newspaper? \_\_\_\_\_

Where are they right now? (Please specify names of those countries)

\_\_\_\_\_

\_\_\_\_\_

Part IV

Finally, we would like to ask a few questions about you and your background. This information will be used for statistical analysis only. Please keep in mind that all information is strictly confidential and anonymity is assured.

18. What is your gender?

\_\_\_\_\_ Female;                      \_\_\_\_\_ Male

19. what is your present age?

\_\_\_\_\_ 20, or under 20  
 \_\_\_\_\_ 21-30  
 \_\_\_\_\_ 31-40  
 \_\_\_\_\_ 41-50  
 \_\_\_\_\_ 51-60  
 \_\_\_\_\_ 61, or above 61

20. What is the highest level of education you have completed?

\_\_\_\_\_ Under college level  
 \_\_\_\_\_ Some college  
 \_\_\_\_\_ Completed college (university)  
 \_\_\_\_\_ Completed master degree  
 \_\_\_\_\_ Completed Ph. D. degree

21. What kind of international news you are the most interested in?

\_\_\_\_\_ Sports  
 \_\_\_\_\_ Economics  
 \_\_\_\_\_ Politics (including military, defense, and coup)  
 \_\_\_\_\_ Crime  
 \_\_\_\_\_ News with genuine human warmth  
 \_\_\_\_\_ Others (Please specify \_\_\_\_\_)  
 \_\_\_\_\_)

22. What would you recommend to improve the news reports from the major western news agencies (including AP, UPI, REUTERS & AFP)?

\_\_\_\_\_  
 \_\_\_\_\_

23. Could you offer some suggestions to improve the existing international news editing and compiling?

\_\_\_\_\_  
 \_\_\_\_\_

Thank you for your cooperation. Please feel free to use any available space in this questionnaire to tell the researcher any additional thoughts about international news flow, and the effects of the major western news agencies.