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**AIR QUALITY NEWS REPORTING IN CHINA: A CASE STUDY OF PM2.5 ON
CCTV NEWS ENGLISH LANGUAGE WEBSITE**

SUKANYA SEREENONCHAI*

*Ph.D. Student,
Institute of Communication Studies,
Communication University of China, P.R. China
Research Technical Official,
Faculty of Environment and Resource Studies,
Mahidol University, Thailand

Abstract

PM2.5 (Particulate Matter 2.5) refers to fine airborne particulates less than 2.5 micrometres in diameter that are considered extremely hazardous to people's health as they can travel deep into people's lungs and damage the respiratory system. PM2.5 is an important monitoring and measuring index of air quality standards, which was issued and revised by the Chinese government on 29 February 2012 and which has drawn wide scale criticism from the public. CCTV is one of many outstanding and influential state media networks, regularly broadcasting information about PM2.5. The objectives of this study are to determine the range of framing strategies and related factors used by CCTV to frame news concerning PM2.5, and how media broadcasting reflects the voices of the public. Data collection included documentary research, in-depth interviews and questionnaire surveys. There were 138 PM2.5 news broadcasts on CCTV website during the data collection period. Most framing occurred for measure/plan informing and clarification, followed by social concern rising, and then air quality situation/problem. For photos and captions, most framing was employed for air quality situation/problem, followed by measure/plan informing and clarification, then social concern rising. Factors affecting news framing were CCTV's own policies, its reporters, and external factors, particularly government measures/plans.

Keywords: Air quality news, News reports, PM2.5, CCTV, Media framing, China
