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Appendices

- (i) Questionnaire**
- (ii) Interview transcription**

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Abstract

As journalism has been seen to change with changes in society and technological development, the advent of online journalism presents an opportunity to view the implications of the new medium for the core journalistic values, knowledge and skills. The huge growth in Internet users in China and corresponding rise in commercial online news sites, together with the current reforms in the country make it a useful context in which to examine the related issues. This dissertation will discuss the online journalism focusing on the four areas on which the research questions are based: the news market in China, the news 'product', online news journalism as a profession in China, and the public role of online journalism in Chinese society.

The findings indicate that online journalism in China is evolving and maturing as a profession. The journalists view the Internet as becoming increasingly popular as a news medium, though not making the traditional media completely redundant. They are aware of potential negative implications of the medium for journalistic values and skills, but argue that large commercial sites have their own means of keeping professional standards and that the core journalistic skills remain essential in the new medium. Furthermore, the research strongly suggests that established journalistic values such as 'public service' are intact, despite the fact that Chinese online journalism has developed within a tightly regulated environment. The journalists use the 'wiggle room' in the current system to express some of these values.



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