

**JOURNALISTS, MEDIA DIPLOMACY AND MEDIA-BROKER
DIPLOMACY IN RELATIONS BETWEEN MAINLAND CHINA AND
TAIWAN FROM 1987-2009**

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This thesis is presented for the degree of Doctor of Philosophy.

To Eugenia, my wife,
who has been supporting me on my way
from China to Australia, to Canada.

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Abstract

The focus of this thesis is the role of journalists, members of cultural and intellectual elites in their own societies, in the expansion of cross-strait relations between mainland China and Taiwan and the sociopolitical transformations that envelope these relations. Since 1949, the knotty relations between these two societies have been characterised by long-standing political and military confrontation, diplomatic competition and more recently, economic cooperation.

The thesis aims at analysing the role of journalists on both sides in brokering, from 1987, friendlier relations between mainland China and Taiwan, through what has been characterised in the literature as media-broker diplomacy and media diplomacy, diplomacy being a process of negotiation that can contribute to conflict resolution or advancement of cooperation in social contexts at all levels. This thesis proposes that cross-strait relations are a process of communication within which the media acts as the indicator of the political climate and journalists in particular have been important actors in constructing a peaceful climate. Historically journalists have been instrumental in improving cross-strait relations at times and at other times media has ratcheted up animosity. However, their role as mediators has been achieved at the cost of journalistic independence and neutrality.

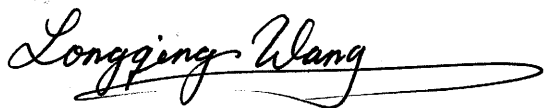
To explore this research proposition, this thesis employs case studies and intensive interviews as two key research methods. From an historical perspective, this thesis delineates the trajectories of media-broker diplomacy and media diplomacy in the cross-strait setting (1987-2009). From an international communication perspective, however, it proceeds with a theoretical investigation of journalists' concerns about mediating at the crossroads of media and politics, journalistic independence and political participation, professionalism and nationalism.

The significance of this thesis is that it will provide an objective assessment of media diplomacy and media-broker diplomacy in one of the most difficult flash points in the world, providing as an outcome a detailed reconstruction and analysis of the process of media diplomacy and media-broker diplomacy in this context, which would be available as a model for consideration in other contexts.

Statement

I hereby certify that the work included in this thesis has not been submitted for a higher degree to any other university or institution. The sources of information used and the extent to which the work of others has been utilised have been indicated in the thesis.

Ethics Committee approval has been obtained. Reference Number: HE29MAY2009-D06567

A handwritten signature in black ink, reading "Longqing Wang". The signature is written in a cursive style with a long, horizontal flourish extending to the right.

Longqing Wang

19 October 2010

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Longqing Wang
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Abbreviations

ADB	Asian Development Bank
AFP	L'Agence France-Presse
AIT	American Institute in Taiwan
AP	Associated Press
APEC	Asia-Pacific Economic Cooperation
ARATS	Association for Relations across the Taiwan Strait
BBC	British Broadcasting Corporation
BCC	Broadcasting Corporation of China
CAL	China Airlines
CASS	Chinese Academy of Social Sciences
CBS	Central Broadcasting System
CCK	Chiang Ching-kuo
CCP	Chinese Communist Party
CCTV	China Central Television
CLGTA	Central Leading Group for Taiwan Affairs
CMC	Central Military Commission
CNA	Central News Agency
CPBS	Central People's Broadcasting Station
CPPCC	Chinese People's Political Consultative Conference
CTS	Chinese Television System

CTV	China Television Company
DPP	Democratic Progressive Party
ECFA	Economic Cooperation Framework Agreement
FTV	Formosa Television Corporation
GIO	Government Information Office
GPD	General Political Department
ICT	Information and Communications Technology
IDE	International Demonstration Effect
IOC	International Olympic Committee
IPC	International Political Communication
JAL	Japan Airlines
JIC	The Journal of International Communication
KMT	Chinese Kuomintang Party, Chinese Nationalist Party
MAC	Mainland Affairs Council
MIT	Massachusetts Institute of Technology
NCC	National Communications Commission
NCCU	National Chengchi University
NP	New Party
NPC	National People's Congress
NTU	National Taiwan University
NUC	National Unification Council
OED	Oxford English Dictionary
PFP	People First Party
PLA	People's Liberation Army
PR	Public Relations

PRC	People's Republic of China
PRSA	Public Relations Society of America
RCSC	Red Cross Society of China
ROC	Republic of China (Taiwan)
RSF	Reporters Without Borders (French name: Reporters sans frontières)
SAR	Special Administration Region (Hong Kong, Macau)
SEF	Straits Exchange Foundation
SETV	Fujian Southeast Satellite TV
TAO	Taiwan Affairs Office
TRA	Taiwan Relations Act
TSU	Taiwan Solidarity Union
TTV	Taiwan Television Corporation
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
UPI	United Press International
VOA	Voice of America
VOS	Voice of the Strait Radio Station
WTO	World Trade Organization

Map of the Taiwan Strait

Taiwan Strait Area



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Source: www.taiwandocuments.org/papers.htm (Accessed on 09 October 2010)