

# The News Frames of Want Broadband Media ' s Acquisiting China Network Systems Broadband

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## ABSTRACT

This study is aimed at finding media frame in Taiwan ' s newspapers coverage. It analyzed reports on Wang-Zhong event in four newspapers, Apple Daily, United Daily, Liberty Times and China Times, by Content Analysis approach. The result shows there are nine specific frames in this event. They are political frame, united front frame, function of NCC frame, social worry frame, supervisory frame, diversification frame, public indignation frame, media environment frame and competitive frame. The result indicated the political frame is the most frequently in every newspaper. In addition, Apple Daily and Liberty Times like used united front frame, diversification frame and social worry frame. On the other hand, the outcome provides some suggestions for public relation practitioner about M&A or diversification issues in media industry.

Keywords : M&A issue、 diversification、 frame、 Content Analysis

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