How do you see Mexico? Is it a close neighboring country where people don’t speak English and prefer tacos rather than hamburgers? Is it a horrible and dangerous place beset by violence, drug war, crime and poverty? Or is it a swelling middle-class society which remains among the top 10 most-visited tourist destinations in the world? What is the true image of Mexico? In this seminar, I will compare the ways in which Chinese mass media, represented by the People’s Daily, and US media, represented by the New York Times, have portrayed the image of Mexico during the last 2 years. Using news framing analysis, this study is aimed to find the factors that take part in shaping Mexico’s different image in the US and Chinese media, and the impact of image on the public perception of Mexico.

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