

# COMMUNICATIONS AND NEW MEDIA PROGRAMME

FACULTY OF ARTS AND SOCIAL SCIENCES

## Country Characteristics, Public Relations and Mass Media



**A Talk by Wang Xiuli, Charlene  
Syracuse University**

**CNM Seminar Room, AS6 #03-33  
Faculty of Arts and Social Sciences, NUS  
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Using secondary data and content analysis, this study looks at the direct and mediated effect of country characteristics and public relations on Americans' opinions toward foreign countries. The results indicate that a country's economic ties with the US measured by trade volume, its cultural and political similarity to the US in terms of religion, language and political freedom, as well as its public relations effort (the number of PR-related contracts) are significant factors that influence the coverage valence of the country in the US media.

More importantly, a country's cultural and political similarity and the US media's coverage valence of the country are significant in predicting Americans' favorable opinions toward the country. There is no direct effect of public relations on public opinion; the impact of other countries' public relations efforts on Americans' opinion has to go through mass media to take effect.

### About the Speaker:

Xiuli Wang is currently a Ph. D. candidate in S. I. Newhouse School of public Communications, Syracuse University, expecting to get her degree in May 2008. She holds an MA in Mass Communications, and double BAs in International Relations and Economics, all from Beijing University, China. Her primary fields of study include international public relations, public opinion, and international news. Before she started her doctoral study, she worked in Business Week Beijing Office and an investment firm in Beijing, China.