

Abstract

During the Hong Kong democratic movement in 2019, the Donald Trump-supporting phenomenon in the city was documented despite Trump's controversial image and skepticism from Western society. To better understand the phenomenon, this study aims to research how Donald Trump was presented in the Hong Kong media during his Presidency from 2017 to 2021 to lay down the foundation for future investigation by adopting a qualitative content analysis of the reportage of three significant events by media in Hong Kong with different political stances under framing theory. This study unveiled common frames the media in Hong Kong applied to present Trump to their readers reinforcing his businessman image and highlighting his use of ambiguous speech to assert influence. Following the shift in the US-China relationship during Donald Trump's term, changes in the reporting from the Hong Kong media were located which matched the timeframe.

In the analysis of framings on Donald Trump, efforts by journalists in Hong Kong to frame Trump and articulate the international news events to the local context were discussed, and factors that could potentially influence the framings were examined. Following the recent changes to Hong Kong's semi-autonomous status after the enactment of the National Security Law, the results of this study could be applied in future related studies on the reportage of foreign politicians by the Hong Kong media.