

The Cognitive and Emotional Effects of Chinese People's Consumption of Foreign Media Products

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Abstract

Focusing on Chinese people's consumption of mass media products from U.S.A., Japan, Taiwan, and South Korea, this study examines whether uses of foreign media products influence beliefs, emotions, and attitudes toward other cultures and peoples. A research model was developed to account for the cognitive and emotional sub-processes of attitude formation through the uses of foreign media products. The cross-cultural attitude model was tested against the survey data compiled from the face-to-face interviews of 800 Beijing residents. The results showed that the consumption of foreign media products affected the formation of Chinese people's stereotypical beliefs along with two cognitive dimensions: *competence* and *warmth*. These stereotypical beliefs in turn led to a cognitive appraisal process by which a set of discrete emotions toward the foreign countries were elicited. It was found that stereotypical beliefs and discrete emotions affected the formation of the attitudes toward the four countries. The implications of the findings were discussed in terms of growing cross-cultural experiences through mass media in Northeast Asia.