

Divine Word University

Abstract

FORMING NATIONAL CULTURE AND IDENTITY; ROLE OF THE MEDIA IN A DIVERSE NATION

By Joshua Kais

Supervisor: Evangelia Papoutsaki
Department of Communication Arts

This study was conducted to find out the perceptions of Divine Word University students and their understanding of Papua New Guinea National Culture and Identity and the role of the Media in the diverse nation of Papua New Guinea.

The study was based upon the following hypothetical statement: “Papua New Guinea lacks a clearly defined National Culture and Identity”.

The research question in itself is very broad and therefore only certain aspects related to what was relevant have been analysed with certain depth. Rather than reach a definite conclusion the research has tried to establish whether or not there is a clear understanding of a greater Papua New Guinean National Identity and explored the media’s role in helping create, promote and reinforce it.

Eighty-nine students from various provinces in the country took part in a questionnaire survey.

The data gathered mainly showed that there is, a great disparity in the way people related to their own collective families and clans then to the nation. In most cases, the nation was not considered as a source of primary relation. The results showed a paradox in allegiance. Although the family and clan came first, the National Flag among a host of national symbols was considered to best represent the nation.

There were certain limitations to this study, the greatest of which is that this study is restricted to only university students and exclusive of the average Papua New Guinean. This was done based on the reasoning that people who had educational exposure at this level would be in a better position to understand the research topic in itself.