

DIVINE WORD UNIVERSITY

*Abstract*

THE ROLE OF JOURNALISTS IN PAPUA NEW GUINEA

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This study explores 'the role of journalists in PNG' and argues that journalists are not performing to the best of their professional standards. They are trained using Western concepts that do not relate to the Papua New Guinean way of communication. Messages were mostly passed orally, a trend that exists to this day. The PNG media concentrates on the elite over ordinary citizens.

This study aims at identifying strengths and weaknesses of journalists in PNG and the causes of journalists performance today. Finally, how these weaknesses can be overcome by both the practicing and trainee journalists.

Chapter one provides an overview of the main literature on the role of journalists. The discussed concepts of development media theory and democratic-participant theory provide a better understanding of PNG journalism needs.

Chapter two, oversees the methodology, discusses and describes survey designs, questionnaire sampling, statistic collection and their analysis. The surveys cover parties both within and outside the PNG media industry. Despite, their efforts, journalists in this country do not inform the masses. The media concentrates on those that can afford to be informed, as the results will show in chapter three.

Evidence from available literature and feedback from conducted surveys confirm that in PNG journalists lack the journalism efforts are weak in disseminating information. The main finding of this study is that PNG journalists lack journalism professionalism and training.