

在電視新聞場域中政治人物的表演

The Performances Played by Politicians in the field of TV News

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本研究旨在試圖清楚地描述出在新聞的場域中，政治人物與電視新聞媒體如何使用各自的手法、策略，獲取官種注意及達成所欲追求目標。

在政治人物方面，住要是透過以符號資本為基礎的權力操作，進行表演，以獲取更多民眾的認同與支持；而在電視新聞方面，則是希望藉由攝影的技術、鏡面設計等 方式，詮釋、評論政治人物的行動、發言以求吸引更多的觀眾來看自己的新聞台。在研究分析部份，以立意抽樣選取民視新聞電視台與 TVBS 電視新聞網站中的報導短片或圖片，作為文本，並採用文本分析法予以分析、詮釋，然後主以 Bachrach 和 Baratz 的「權力的兩個面向」之理論概念及後 Jeffrey C. Alexander 的「文化表演理論」作為研究架構的基礎。

本研究的研究發現主要有二：(1).由政治人物陳水扁與馬英九對媒體記者之 提問的回應方式，發現到權力的第二個面向—「不決策的決策」上有其他的表達方法，分別是陳水扁所善於使用的轉移焦點策略，以及馬英九符合官場應對邏輯的合宜回應方式。(2).發現電視新聞媒體在 Alexander 的「文化表演理論」之架構中，最為「中介」角色、和所在位置的重要性，電視新聞媒體具有增強或 淡化政治人物的表演效果，使得政治人物在行動與決策前，不得不將媒體會有的行動、反應也納入考慮之中。

This research is for the purpose of attempting to describe clearly, how the politicians and the TV news station journalists gain the benefits or attempt to the target in the field of news with their activities and tactic.

For the politicians, they attempt to gain supports and identification; the more the better; from the masses by performances on the foundation of symbolic capital and power, and the TV news station; on the contrary; hope to catch the audience's focus; by the technique of photography and the design of screen shot formats...,etc; for as more TV rating points as possible.

At the part of research analysis, researcher used the research method of "purposive sampling" to select TV report clips or pictures; from FTV and TVBS website; as the text of this research method, and used the "text analysis" as the main research method. At the part of research structure, it would present with the theory point of the "second face of power" from "two face of power" by Peter Bachrach & Morton S.

Baratz, and Jeffrey C. Alexande theory structure of this research.

The main conclusion of this research was presenting with two discoveries: (1). First ,this research discovered two new ways to present the “second face of power, ” by the politician—陳水扁, his tactic of shifting focuses of masses on other’ s issue to discuss; and 馬英九, his tactic of being befitting and responding with befitting to the TV news journalists at formal occasion. (2).Second, TV news station was very important in the position of the theory structure of cultural performance, they played an medium role to reinforce or to weaken the effect of cultural performances by the politicians. Thus TV news station’s reports compelled the politicians could not exclude their activities and responses.