

自然災難與媒體建構：以 TVBS 新聞為例，重探八八風災新聞論述

張春炎¹、楊樺^{2*}、葉欣誠³

1. 國立臺灣大學生物產業傳播暨發展學系博士
2. 國立臺灣師範大學環境教育研究所博士候選人
3. 國立臺灣師範大學環境教育研究所教授

摘要

本文旨在探討新聞論述與自然災難的社會建構關係。採取災難的社會建構論觀點，本研究以 TVBS 八八風災報導為個案，批判分析媒體災難新聞的論述。藉由此個案分析，本文結論指出，大眾新聞媒體不僅報導自然災難，更是「建構災難」的重要機制。而災難新聞論述的批判分析，便是一個重要的研究途徑，能讓災難的社會條件和問題現形。

關鍵詞：災難社會學、災難研究、災難傳播、媒體建構論、環境傳播

投稿日期：2014年04月21日；接受日期：2014年09月25日

* 通訊作者

Natural Disaster and Media Construction: Re-exploring TVBS Disaster News Discourses of Typhoon Morakot

Chang, Chun-Yen¹, Yang, Hua^{2*}, Yeh, Shin-Cheng³

*1. Ph.D., Department of Bio-Industry Communication and Development, National Taiwan
University*

*2. Doctoral Candidate, Graduate Institute of Environmental Education, National Taiwan Normal
University*

3. Professor, Graduate Institute of Environmental Education, National Taiwan Normal University

Abstract

This article aims to discuss the crucial role that news media plays when natural disasters occur. How news media may construct the audience's perceptions about disasters and create social cognition is elaborated by researchers applying social constructionist approach. The study adopts critical discursive analysis (CDA) method to analyze the TVBS disaster news discourses of Typhoon Morakot. The study results support the researchers' argument on the fact that news media not only reports natural disasters, but also represents a crucial mechanism to "construct disasters." Therefore, CDA could be a useful research tool to unmask social problems within natural disasters in news discourses.

Keywords: disaster sociology, disaster research, disaster communication, media constructionism, environmental communication