

院線環境紀錄片作為環境教育影片的反思與分析：以《±2°C》、《看見台灣》為例

張春炎¹、楊樺^{2*}、葉欣誠³

1. 國立暨南國際大學東南亞學系助理教授
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

對大多數民眾而言，大眾傳播媒體是取得環境議題資訊和知識的主要來源。環境教育法施行之後，有越來越多環境教育單位注意到大眾傳播媒體在環境教育上所扮演的重要角色，其中尤以院線環境紀錄片受到矚目。緣此，本研究以近年來兩部臺灣環境教育上具代表性的院線環境紀錄片《±2°C》、《看見台灣》作為分析研究個案，檢視這兩部受到環境保護主管機關高度推崇的院線紀錄片，其作為環境教育媒介的文本特色和科學傳播方式。本研究分析發現，兩部紀錄片均試圖以訴諸衝突和影像美學來建構環境問題，進而以問題化的環境議題來加強民眾的環境意識，然而卻輕忽環保議題涉及的科學、社會和政治的跨領域知識。本研究在結論中建議，環境教育者應反思運用院線紀錄片作為環境教育教材的意義和問題，同時建議環境議題紀錄片工作者，應反思院線環境紀錄片在環境傳播過程中所扮演的角色和功能，而應該透過與環境教育者的跨領域合作、確保院線環境紀錄片內容之科學性，藉此兼顧紀錄片的環境傳播功能和環境教育品質。

關鍵字：院線紀錄片、影像建構、環境教育、環境傳播

投稿日期：2019年05月31日；接受日期：2019年10月02日 *為通訊作者

How Documentaries Released in Cinemas Represent Scientific Reality of Environmental Issues: A Qualitative Content Analysis of “ $\pm 2^{\circ}\text{C}$ ” and “Beyond Beauty-Taiwan From Above”

Chu-Yen Chang¹, Alan Hua Yang^{2*}, Shin-Cheng Yeh³

¹. Assistant Professor, Department of Southeast Asian Studies, National Chi Nan University

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

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

**Corresponding author*

Abstract

Media plays a vital role in environmental communication. For most people, media is the major source of acquiring knowledge and information regarding environmental issues. This study adopted qualitative content analysis to analyze two environmental documentary films, “ $\pm 2^{\circ}\text{C}$ ” and “Beyond Beauty-Taiwan from Above”, which both depicted the environmental situation in Taiwan. It has been found that the two films mainly focused on using visual elements and on constructing the environmental arguments, instead of the accuracy of scientific information and the lack of constructing the interdisciplinary social and political concerns. The study suggested some reflections on the problems of using documentary films released in cinemas as material for environmental education. It has been recommended that film producers reflect on the role and function of environmental documentaries and be accountable to environmental communication and the quality of environmental education taking into account the scientific accuracy.

Keywords: documentaries released in cinemas, environmental communication, environmental education, visual construction