

# 2012年證所稅事件新聞框架分析

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## 摘要

本研究旨在研究新聞報導的限定框架，從新聞報導的框架理論出發，探索台灣股市政策報導的新聞框架。以台灣四大報及兩財經報報導的證所稅議題當分析材料；研究發現台灣報導股市政策的框架共分有八個可分三種類型，股市管理議題類型框架計有三個，分別是政策技術框架、股市風險框架與替代方案框架；政治議題類型框架分有四個，政治角力框架、責任歸屬框架、政治謀算框架與立法爭議框架以及僅包含社會正義框架的社會正義議題。研究結果顯示，不論在事件哪個階段，各報在報導台灣股市政策時「政治角力框架」出現比例最高；四大報的報導慣用政治議題類型框架與兩財經報偏好使用股市管理議題類型框架的報導傾向不同。此外，蘋果日報在社會正義框架使用比其他報紙高，研究結果亦顯示出，報紙客群定位不同也使用不同的報導框架。

關鍵詞：證所稅、框架、媒體框架、新聞框架

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