News Frames Analysis of Capital Gains Tax Issue in 2012

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ABSTRACT

This study focuses on how frames are used in the Taiwan's news coverage system. It is has been done by employing the Content Analysis approach to explore and built specific frames about Taiwan stock market policy. The news agencies used in this study comprised four main newspapers, Apple Daily, United Daily, Liberty Times and China Times, as well as two financial newspapers, the Commercial Times and the Economy Daily News. The result shows eight frames that divided into three issues. Some of frames include The Policy Skill frame, The Stock Risk frame as well as Alternative Solution frame belong the Stock Management Issue. The Political Competitive frame, The Political Planning frame, The Attribution of Responsibility frame and The Legislation Dispute frame are part of Political Issue. The last Issue is comprised at one Social Justice frame. The result also indicated that the Political Competitive frame was the most widely by all newspapers. On the other hand, the Apple Daily used the Social Justice frame more than the other three. In addition the four main newspapers used different frames from the two financial newspapers because of their readers. The four main newspapers like to use frames of the Political Issue were as the two financial newspapers prefer to use frames of the Stock Management Issue.

Keywords : Capital Gains Tax　frame　media frame　news frame

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