

旺中併購中嘉案新聞框架分析

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摘要

本研究旨在研究新聞報導框架，從新聞報導的框架理論，來探索台灣跨媒體產業發展所報導的新聞框架。以台灣四大報(自由時報、蘋果日報、中國時報、聯合報)報導的旺中併購中嘉案議題當分析材料，找出適合本議題的新聞框架，提供給予企業公關人員作為參考。研究結果顯示，台灣媒體報導對媒體併購之報導框架有九個框架，分別為：政治框架、統戰框架、NCC功能框架、社會擔憂框架、監督框架、跨媒體框架、社會公憤框架、媒體環境框架及競爭框架。各報在報導媒體併購時，「政治框架」出現比例最高；而蘋果日報與自由時報在統戰框架、跨媒體框架及社會擔憂框架的使用程度比中國時報與聯合報高。由研究結果發現，報紙客群的定位不同所使用的報導框架也不同。

關鍵詞：旺中併購中嘉案、媒體併購、跨媒體經營、框架理論、內容分析法

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