

論文摘要

本研究主要目的在探討，外表光鮮亮麗的電視新聞主播在工作中所面臨的工作倦怠現象，並探討哪些因素可能使電視新聞主播產生工作倦怠感與工作壓力？本研究以半結構式訪問法，共訪問國內十二位電視新聞主播，從主播的個人特質、媒體組織及社會情境三個層面，探討電視新聞主播工作倦怠的成因，並嘗試分析工作倦怠對主播的工作表現及職業生涯規劃的影響。

研究發現，新聞主播的工作倦怠現象是普遍性的存在，其工作倦怠感會受到個人、組織、工作特性與媒體環境變化等因素的影響，其中工作角色職務的不同也會影響主播的工作倦怠程度。

本研究主要發現如下：

- (一)新聞主播的工作壓力大，工作倦怠感並非單純個人問題，組織支持很重要。
- (二)新聞團隊的合作與組織溝通很重要。
- (三)新聞主播的工作倦怠感，會因工作職務角色區分而有不同。
- (四)台灣的新聞主播角色面臨轉型的重要階段、外界觀感影響主播自我認知。

關鍵字：新聞主播、電視新聞、工作倦怠、工作壓力

Abstract

This research mainly conducts the job burnout phenomenon of anchors with glittery outfits, and also conducts the causes of job stress and job burnout of anchors. This research adopts semi-structured interview method, interviewed twelve domestic anchorpersons to figure out the causes of job burnout of anchors in three levels, including personal characteristics, media organizations, and social situation, this research also tries to analyze how the job burnout influence anchors' performance and career planning.

This research finds out that job burnout phenomenon is common among anchorpersons, which is influenced by individuals, organizations, working characters, and the changing media environment, in which working character and identity is also influential to the level of anchors' tiredness.

Findings of this research:

1. Anchorpersons have great job stress, job burnout is not a simple individual problem, it is also important gaining support from organization.
2. It is very important having communication inside organization and teamwork.
3. Job burnout of anchors could be different due to working characters.
4. Anchorpersons in Taiwan now facing an important stage of transforming, external impression influences the self-recognition of anchors.

Keywords: anchor 、 television news 、 job burnout 、 job stress