

論文摘要

本研究目的在探討台灣商業電視新聞，1996-2006年十年間，受收視率和置入性行銷影響，媒體如何形塑其下工作者，工作者的工作樣貌有什麼樣的轉變，以及如何自處和抵抗。

本研究以深度訪談和個案研究二種方式進行，訪談十位分屬六家衛星新聞台不同階層工作者，研究發現在收視率的部分，媒體從收視率數字開始即以一種近乎暴力的形式控制工作者，並透過採訪會議控制採訪組，收視率會議控制編輯系統和主播，使得其下工作者，從1996年前的政治力操控，轉變為收視率數字控制，精彩和收視數字凌駕一切規範，八卦娛樂和視覺感官化獲勝。

所幸，新聞工作者並不將自己囿於這樣的控制之下，開始有資深工作者努力在收視率之下，開創仍有新聞價值的題材，或者以品牌形象、外界力量、個人知識、影音技巧來抵抗收視率。

置入性行銷部分，因為收入來的最直接，所以媒體的控制往往來自最高階層的壓力，而沒有達到目標值的處罰控制力道往往大於獎勵，但是有不少媒體工作者為了躲避收視率的壓迫，仍然選擇留在置入性行銷的部門之中。

在這樣的控制力之下，媒體人漸漸學會置入性行銷大於一切的原則，不能得罪廣告主，廣告主負面新聞碰不得，不過資深工作者仍沒有放棄，他們發現因為正當性的問題，外界的力量會讓置入性行銷退縮，或者是做到領導品牌，讓廣告主臣服於專業之下，可以爭取到較大的操作空間，至於負面新聞，則可以以模糊原則偷渡。

收視率和置入性行銷這十年來，讓不少優秀媒體人打退堂鼓，期待從這些資深工作者生存下來的方式之中，為媒體人找到一條在離去與妥協之間的第三條路。

關鍵字：資深新聞工作者、收視率、置入行銷、市場導向、新聞產製、控制抵抗

Abstract

The purpose of the study is to investigate how audience ratings and placement marketing have influenced the commercial cable news in Taiwan and how news workers are molded by the media from 1996 to 2006. The present study further discusses the transitions of job trend among news workers, as well as how these workers place themselves and make a resistance in the job field.

The research was conducted by in-depth interviews and case studies.

Ten different news workers at different job levels, who belonged to six satellite news stations, were interviewed. From the perspective of viewership, the study indicates that news workers are violently manipulated by media through the ratings.

The cover groups are restrained by pre-interview meetings; and the editing desks and news anchors are also controlled by meetings for ratings. Replacing the manipulation of political power before 1996, news workers are thus constrained by the ratings. Excitement and ratings figures override all standard norms. Gossip, entertainment and visual stimulations are the key factors.

Fortunately, news workers do not wish to constrain themselves under such circumstances. Senior news workers began to seek valuable news topic and intended to resist the ratings by creating a leading image, seeking strength from the external, and increasing individual knowledge and audio-visual techniques.

Placement marketing, the most direct profits for the media, often generates media control as the pressure from the staff of highest level. When the goal value was not achieved, the controlled strength through punishment was often stronger than rewards.

To avoid pressure from ratings, many media workers have chosen to stay at the division of placement marketing. Under such controlling force, media people gradually learned a principle that placement marketing is greater than all others. They did not want to offend the advertisement host, nor would they want to cover any negative news against them.

However, senior news workers had not given up.

They realized the legitimate problems would retreat the placement marketing by means of public strength. It is possible to submit the advertisement host under the achievement of brand leadership.

Thus a wider freedom of manipulation could be gained. As for the negative news, it is possible to sneak across blurredly.

Within the last decade, ratings and placement marketing has discouraged many outstanding media people. The study anticipates to search the survival patterns from these senior workers and a third choice besides leaving and submitting for all media workers.

Keywords : senior news workers, ratings, placement marketing, market-driven, news production, controlling resistance

