

The process and presentation of government oriented product placement on TV news

《Abstract》

In recent years, government oriented product placement on TV news is very popular, but also controversial. In fact, television and public relations companies are fighting for this business. The author selected two cases to examine how Taiwan government placed its propagandas and policies on TV news. The results showed that product placement on television news has reached "mass production" scale, not only create a special SOP sequence and even the mentality of media workers was different from the past. However, the TV news placed by government used government officials as news source, did not fulfill the requirement for objectivity and balance, and violated the basic principle of news reporting. In addition, through product placement on television news, government has now become the major client of TV. As a result, the placed TV news was heavily in favor of the government. The results of the study indicated that government oriented product placement has paralyzed the surveillance function of television news .

keywords : product placement, TV news, news source, news objectivity