

《中文摘要》

近幾年，台灣雖然有線頻道的開放，新聞媒體如雨後春筍冒出，但並無走向自由主義所奉行的「獨佔產生一致、競爭造成多元」的局面，反而造就新聞內容高度同質化、貧乏化與劣質化，基層新聞從業人員聲譽也每況愈下，飽受雙重壓力，外有各界針貶責難、內臨組織管理階層的不公平待遇。

許多研究將上述現象，歸咎於媒體結構（前端）的畸形，或從產製結果（後端）-內容面，剖析新聞場域的種種亂象。而本研究立旨於解構一窩蜂新聞產製現象中的來龍去脈、運作過程與利弊得失，故採不同於以往的分析取徑，以「電視新聞產製過程」（中端）中的行動者為主角，透過田野觀察、深度訪談取得研究資料，瞭解電視新聞從業人員與同業、電視新聞組織主管的互動關係，最後將田野資料進行紮根演繹，具體化研究目標與研究主題，瞭解電視新聞生產結構，並建立「一窩蜂新聞產製流程模式」。

本研究以「一窩蜂新聞學」（Pack Journalism）為根基，並以「記者一窩蜂動作」為經，「與同業（同事）、決策者的互動關係」為緯，並援引 Bourdieu 新聞場域理論與 Giddens 的結構行動論，解析造成一窩蜂新聞產製與新聞同質化的內（記者個人心理）、外（新聞結構）在因素。

研究發現將一窩蜂新聞產製的成因分為五點，包括傳播者個人層次、常規層次、跨新聞組織層次、媒體外層次與社會文化層次。而本研究也發現新聞場域形成一迴路機制，藉由互相鏡射下，產生出速度政權與收視率的禁錮，在在都成為記者一窩蜂產製新聞的生存心態，導致新聞內容趨向高度同質化。不過，為了在場域的鬥爭中取得優勢地位，記者會藉由「秀異展示」，凸顯自己，轉化為具體目標，就是追求「獨家新聞」與建立「領導品牌」，在不知不覺中增強「象徵暴力」的施展能量，使記者本身陷入更深的束縛。

那新聞從業人員有抵抗的可能性嗎？本研究也發現新聞結構必須經過整頓，才有抵抗的空間，但在空間來臨之前，記者可以先行累積迂迴抵抗的資源，等待結構重整後才能一舉衝破牢網。

關鍵詞：新聞同質化、新聞產製、一窩蜂新聞學、記者互動關係、Bourdieu 新聞場域理論。

ABSTRACT

In recent years, although Taiwan's Government has allowed cable television stations to open and news media have expanded quickly, the development of television media deviates from the Liberalists' ideal: monopoly leads to consistence, competition forms diversity. On the contrary, not only does Taiwan's news content tend toward homogeneity and mediocrity, but also the status of journalists has gone from bad to worse. Journalists face two sets of pressures: there have been acute criticisms from Taiwanese society, and working conditions have deteriorated badly.

Many research papers have dissected the above phenomenon in the news field, from the abnormality of media structure to the content of news production. This study aims to analyze the development, the operation, the merits and demerits of pack journalism, and therefore adopts a different approach from past analysis. In order to study pack journalism, this study adopts Bourdieu's journalistic field theory and Giddens' structure / activities theory to analyze news production processes. It focuses on journalists themselves and attempts to understand the interactive relationship of TV news workers, colleagues and managers through field study and in-depth interviews. Finally, I use grounded theory to analyze field information, concretizing the research subject and goals, with discussions of the model of news production in pack journalism.

This study claims that there are five aspects of news production processes when studying pack journalism: individual level, media routines level, cross-news organization level, extra-media level and social-cultural level. The news field gives rise to a system marked by operational closure, which contributes to speed-driven news production and response to television ratings. These become the primary motives for journalists' news generation, and result in homogeneity of news content. However, in order to advance in their field, journalists will try to distinguish themselves by pursuing scoops and branding themselves as leaders. Unconsciously, they reinforce the power of symbolic violence and get themselves into more complicated positions.

Can news workers resist these scrapes? Can news workers resist these scrapes? Journalist need to accumulate resources to resist in the first place. With the efforts, the media structure is going to reorganized and then the journalists will have more space to stand firm the pressures of being homogeneity. After these changes take place, journalists may just be able to break through the shackles of pack journalism.

Keywords: News homogeneity, News production, Pack Journalism, Journalists' interactive relationship, Bourdieu's Journalistic Field Theory