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附錄

編碼表

壹、新聞基本資料

一、電視台

1. 公共電視 2. TVBS 新聞台

二、日期

1. 第一週之第_____天
2. 第二週之第_____天
3. 第三週之第_____天
4. 第四週之第_____天

三、新聞形式

1. 獨立新聞段落
2. 群組新聞

四、新聞來源

1. 沒有
2. CNN
3. BBC
4. 其他新聞來源
5. 不確定/沒有註明新聞來源

五、新聞發生地

- 第一新聞發生地： _____
第二新聞發生地： _____
第三新聞發生地： _____
第四新聞發生地： _____

六、國家發展程度（按第一新聞發生地）

1. 已發展國家
2. 發展中國家
3. 落後國家
4. 不適用

貳、內在資訊娛樂化

七、新聞主題

- | | | |
|------------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> 1. 國內政治 | <input type="checkbox"/> 2. 國際政治 | <input type="checkbox"/> 3. 軍事 |
| <input type="checkbox"/> 4. 犯罪活動 | <input type="checkbox"/> 5. 經濟 | <input type="checkbox"/> 6. 工商關係 |
| <input type="checkbox"/> 7. 商貿活動 | <input type="checkbox"/> 8. 交通 | <input type="checkbox"/> 9. 健康 |
| <input type="checkbox"/> 10. 社會福利 | <input type="checkbox"/> 11. 人口 | <input type="checkbox"/> 12. 教育 |
| <input type="checkbox"/> 13. 傳播 | <input type="checkbox"/> 14. 房屋 | <input type="checkbox"/> 15. 環境 |
| <input type="checkbox"/> 16. 能源 | <input type="checkbox"/> 17. 科學與科技 | <input type="checkbox"/> 18. 社會關係 |
| <input type="checkbox"/> 19. 意外、災難 | <input type="checkbox"/> 20. 運動 | <input type="checkbox"/> 21. 文化活動 |
| <input type="checkbox"/> 22. 影視娛樂 | <input type="checkbox"/> 23. 時尚 | <input type="checkbox"/> 24. 儀式典禮 |
| <input type="checkbox"/> 25. 人情趣味 | <input type="checkbox"/> 26. 天氣 | <input type="checkbox"/> 27. 宗教 |

八、新聞角度

- 1. 純資訊性
- 2. 資訊角度少量娛樂性
- 3. 兼具資訊娛樂
- 4. 娛樂角度少量資訊
- 5. 純娛樂性

參、外在資訊娛樂化

九、動畫

- 1. 有
- 2. 沒有

十、配樂

- 1. 有
- 2. 沒有

十一、慢鏡頭

- 1. 有
- 2. 沒有

十二、快轉

- 1. 有
- 2. 沒有

肆、馴化

十三、新聞地域角度

- 1. 境內國際新聞
- 2. 境外本地新聞

3. 國外新聞

十四、地圖

1. 有 2. 沒有

十五、影響

1. 有 2. 沒有

十六、本地名人

1. 有 2. 沒有

十七、本地專家

1. 有 2. 沒有

十八、本地民衆

1. 有 2. 沒有

