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論文題目

Gender Differences in News Coverage between Men and  
Women Players for Chinese Taipei Basketball Teams in Jones  
Cup from 2007 to 2009

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In Partial Fulfillment  
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Master of Art

by  
Name: Ricie Chiang (江佳琪)  
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## Abstract

# Gender Differences in News Coverage between Men and Women Players for Chinese Taipei Basketball Teams in Jones Cup from 2007 to 2009

By

Ricie Chiang (江佳琪)

The current study is aimed to more closely examine the gendered coverage for basketball in Taiwan's newspapers. Newspaper coverage of the Jones Cup from 2007-2009 was content analyzed, along with in-depth interviews with the reporters and editors. The results revealed that quantitatively, news coverage on women's basketball has greatly improved in comparison with data in the past literature. However, qualitatively, the gendered values proved, such as infantilization and sexualization, still exist and are embedded in sports news nowadays. The examples of better the reporting patterns for women's basketball were identified with the principle of emphasizing on sports performance. In addition, there are a few consensuses among the interviewees on the challenges and suggestions for women's basketball in Taiwan, including (1) the current system, (2) marketing and (3) media relations. In short, the purpose of the current study provides and offers practical suggestions of how to fairly report women basketball games and other women sports.

Keywords: Gender difference, women's basketball, men's basketball, Jones Cup, gender representation in media.

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# 1. Introduction

“The concept of ‘emphasizing on the male and deemphasizing on the female’ has been held long by the Taiwanese, even on the basketball court.”

By Dr. dd (2004, March 23) on *Apple Daily*.

## 1.1 Research Background

In Taiwan, the fact that women basketball has been overlooked by the government and the media is just like an elephant in the room. In June 2008, the coach of the national women basketball team, Ling-yao Hong, revealed her sorrow and anger for the neglect of the women basketball by the basketball association in Taiwan in two text messages posted on the official website of Cathay Women Basketball Team by referring to the national women basketball team as “the neglected blown-off kite” after losing the Olympics qualifying tournaments in Spain<sup>1</sup>. Not only did the basketball association fail to offer enough budget for the team, but also the media in Taiwan were not interested in publicizing the games, giving rise to many complaints among the women basketball fans at that time.

On the most popular Bulletin Board Station, PPT (bbs://bbs.ppt.cc), the unique social online community in Taiwan providing space for instant, free-of-charge, open communication and freedom of speech, there are forums such as G-Basketball, rosachien, and WSBL dedicated to women basketball with comments supporting

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<sup>1</sup> Cathay Women Basketball Team. (2008). Two text messages [Announcement posted on the World Wide Web]. Taiwan: Hong, L. Y. Retrieved Jun 12, 2008 from the World Wide Web:  
<https://www.cathaylife.com.tw/bc/cwb/html/HttpDispatcher/IndexAction/Prompt?newTxRequest=true>.

women basketball and cheering for female basketball players. There are also posted complaints about the local basketball association not paying equal attention to both male and female basketball. That is, fewer women basketball games are broadcasted. Some even called for greater support for broadcasting more women basketball games.

For example, one fan with the ID as hikaruyuro wrote a comment titled as, “There is no women basketball in Taiwan” to express disappointment after finding the splendidly designed 30<sup>th</sup> Jones Cup’s official website had almost no information about women basketball<sup>2</sup>. In another online comment with the title as “Why isn’t the women basketball included in the Olympic broadcasting schedule?”, a viewer who found women basketball games receiving much less media attention than women soccer games advocated other fans to put pressure on the television station that broadcasted the 2004 Olympics<sup>3</sup>.

Although there are no statistics or measures for how the public perceives the sufficiency of women basketball broadcasts, some past research has suggested that the media do neglect women sports, either intentionally or unintentionally. According to *Media Report to Women* (2007, p. 1), news about women sports takes up only about 8% of newspaper sports sections in United States. Similarly, Tuggle (1997) found that the coverage of women sports was less than 5% on Sports Center of ESPN and Sports Tonite of CNN.

In addition to the limited media coverage, women sports were also found to be described with more lopsided, stereotypical contexts that portrayed female athletes as

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<sup>2</sup> Posted with the ID, hikaruyuro, on 2008, Jul. 11. There is no women basketball in Taiwan (台灣沒有女子籃球). Retrieved on 2008, Dec. 20 on bulletin board “rosachien” of bbs://bbs.ptt.cc.

<sup>3</sup> Posted with the ID, themiracle, on 2004, Aug. 12. Why isn’t the women basketball included in the Olympic broadcasting schedule? (奧運專播節目表為什麼沒有女籃). Retrieved on 2008, Dec. 20 on bulletin board “G-Basketbal” of bbs://bbs.ptt.cc.

over-feminized and less powerful, either physically or mentally (Hardin & Whiteside, 2008). For example, there seems to be more women sports coverage of tennis and gymnastics, emphasizing the glamour and grace of these sports. There are also a handful of studies examining media coverage of women sports in the Olympic Games, all indicating a problem of gendered presentation of female athletes (e.g., Daddario, 1994; Roedl, 2007).

## **1.2 Significance of Study**

In Taiwan, there are few studies on the media coverage of women sports, with only two master theses found (i.e., 洪嘉菱, 2003; 連思晨, 2008). The former studied the newspaper news on various biliards events in Taiwan with the findings that the gendered stereotype in media representation for female athletes marginalizes and trivializes their performance in sports. The latter studied television coverage of women basketball and found out that gender disproportion exists in the Taiwan sport programs. The current study is aimed to more closely examine the gendered coverage for basketball in Taiwan's newspapers, which have been suggested to play a more influential role in setting media or public agenda than television (Benton & Frazier, 1976; King 1994). More specifically, the present study examined the coverage of Taiwan's national women and men basketball teams in the Jones Cup in the past three years. The Jones Cup is the international basketball tournaments held annually in Taiwan since 1977 for both the male and the female players. Newspaper coverage of the Jones Cup from 2007-2009 was content analyzed, along with in-depth interviews with the reporters of the coded articles.

The results not only revealed the differences between media coverage of men and women's basketball games in Taiwan, but also provided examples of better and fairer coverage of women basketball games based on the reporting patterns and styles identified. These examples may serve as references or models for the reporters who

wish to improve their reporting on women sports. In addition to the content analysis of newspaper coverage, interviews with reporters were also conducted. The interviewees not only helped understand why the gender disparity existed, but also helped identify potential ways to improve gendered presentation of female athletes as a result of a better understanding of the editorial process. In short, the purposes of the current study provides and offers practical suggestions of how to fairly report women basketball games and other women sports.



## **2. Literature Review**

The media coverage of women sports has received attention among communication scholars. The relevant discussions can be organized into three main areas as follows: (1) the social meaning of mediated sports, (2) gender differences in news coverage of sports, and (3) newsroom operation and gendered news.

### **2.1 Social Meaning of Mediated Sports**

#### **2.1.1 Sports Fields as Miniature Society**

Many people consider sports as one kind of entertainment, but sports are more than just that. Through games and races, people not only learn the rules of sports, but are also instilled with social rules, the values and concepts that are implanted in sports. Many scholars have stated that sports are the socialized mechanism embedded with ideology, which allows the public to receive the values and standards expressed through sports unconsciously (Hargreaves, 1982; Real, 1975; Wenner, 1989). Lipsky (1981) even regards sports as the dramatic life-world where social values are enhanced and developed. As the miniature of the real society, sports can serve as the mirror of the society and reflect the social circumstances (黃雅惠, 2003). Under this premise, it is easy to discover the presence of gender inequality, one of the most commonly discussed and analyzed phenomena in the social science studies, to be reflected in the miniature of the real world – sports fields. Therefore, the gender issue discussed widely in the sociological field is also worth studying in the sports field, the critical site for the construction and maintenance of gender identity.

In a biological point of view, men and women were born to be different. However, gender differences are not only naturally formed, but are also reaffirmed, enhanced and built through the socialized process. In the sports field, the acclamation

for achievements of male athletes indicates the cultural message of dominance by powerful male athletes, and thus reinforcing gender ideology (Weiller, Higgs & Greenleaf, 2004). Men's sports activities, featuring masculine virility, power, toughness etc., construct masculinity and represent the power of sports to shape male gender identity (Katzs, 1996).

On the contrary, for the female, and even though there is research stating that women sports have progressed and are considered important (Gibbon, 2003), female athletes are overall ignored and undervalued. Women are discouraged from participating in more aggressive sports, and are encouraged to participate in sports "appropriate" for them, which are usually graceful and aesthetically pleasing. In Hardin and Whiteside's research (2008), the sports are generally categorized as feminine or masculine based on the level of contact and aesthetic elements. Some scholars see the problem of gender disproportion in sports in a more serious and extensive way by stating that the sports culture has arbitrarily and habitually long been the male's culture with the female as the audience, which leads to the stereotype that the female is innately inferior to the male (Coakley, 1977; 張孝銘, 1998; 黃郁婷, 2005). With the sports embedded with stereotyped and imbalanced hierarchy for both gender, the concept of male-dominance in the real world is brought into the sports field, and is further strengthened and developed.

### **2.1.2 Media as Magnifier for Social Values**

Dated from the 1990s, a decade after the first sports news in 1733, studies have shown that sports news hold significant status in newspaper reporting. In Laster's 1988 research, the sports news accounts for 21% of the front news in *USA Today*, ranking first among all kinds of news. In 1992, after its 102-year history, even *The Wall Street Journal*, the newspaper known for its financial specialty, published a daily sports page during the 1992 Winter and Summer Olympics (Donaton, 1992). In



Taiwan, sports news has proven its significance in newspapers as well. Chen pointed out that main newspapers in Taiwan include specialized pages for sports news. Sales for *China Times Express* even increased by 10% after the establishment of the specialized column for professional baseball (陳芸英, 1994). According to the research, more than 20.2% of people read the sports news in newspaper frequently and sports news has occupied regular pages and amounts, indicating that people have a certain level of need for sports news (胡幼偉, 1999).

With the help of advanced media, the time and space limits are lifted and sports news has penetrated into our daily life quietly, yet profoundly. According to *USA Today*, the television broadcasting time for the Summer Olympics was estimated to reach 171.5 hours by 2000, with the increase of ten times from the merely 15 hours back in 1960. The broadcasting rights cost US\$ 4,169,096 per hour by 2000, growing hundreds of times from US\$36,667 at the very beginning (1996, 3E). For the recent 2008 Beijing Olympics, the value of TV broadcasting right has been in argument with various statistics and measurements. Some estimate the broadcasting right as US\$800 million (香港文匯報, 2007), while the scholar, Lin, offers another figure of US\$1,714.7 million (林永富, 2004). No matter which figure is the most correct one, it all points to the fact that the broadcasting and news coverage for the sports have become the new focus for various forms of media and it is obvious that sports have penetrated into our life for the mass public and develop its influence.

In addition to the basic functions of entertainment and education, many scholars have agreed that the media contain the function of socialization as the mirror to present the society as a whole by providing images and information, and thus reflecting, transmitting, and continuing the cultural values and social norms (Cohen, 1963; Laswell, 1948; Lippman, 1922; McQuail, 1983; 李慈梅, 2003; 侯致遠, 1991). However, more scholars believe that the media can do more than just being the

passive channel of transmission and informing.

With the ability to broadcast the values to people they can reach through controlling the mediated sports content as a vehicle, the media is able to reinforce the cognition, beliefs, cultural values, stereotypes, and attitudes suffused in the world. Moreover, it is also capable of constructing values and producing ideology with its own version of interpretation, thus making audience enforce the judgment for the values embedded in the mediated sports, e.g. heroism and male-dominance in the sports field (Dominick, 1990; McQuail, 1983; McPherson, Curtis, & Log, 1989; Tuchman, 1978).

Hargreaves (1982) asserted that though the media context cannot control the audience's thoughts directly, it is actually potential to create and frame the issues to enforce its interpretation. Other scholars also agree that the media hold the power to choose how to feature athletes and the narrative to highlight their performances, thus shaping popular beliefs, attitudes and values, and constructing a sense of reality (Lee, 1992; Weiller et al., 2004). It is this interpretive power of media which influences the audience's reception. Thus, Weiller et al. (2004, p.14) state that, "By emphasizing certain facets of female participation in sports, while ignoring others, sports media effectively shape public agenda and influence the public's judgement about the world of sport."

With this regards, this research is aimed to examine whether the media exercise their power in influencing the values in the sports news in newspaper by reinforcing conceptions of sexual difference in Taiwan.

## 2.2 Gender Differences in News Coverage of Sports

According to nearly all the related literature, female athletes are less emphasized in media coverage than male athletes, no matter in newspapers or televised programs, in quantity or quality. The following paragraphs are aimed to examine the female image presented in the mediated sports content in the past research from three angles: (1) the amount of news coverage, (2) visual and editorial elements in sports news, and (3) values embedded in gendered sports news.

### 2.2.1 Amount of News Coverage

The research on the image of female athletes in the media has been conducted since 1980s. The amount of the coverage has been the focus of the research at this beginning stage. *Sports Illustrated* was included and examined in many longitudinal studies, e.g., Lumpkin & Williams in 1991. In Soley and Reid's 1979 study, it is also proven that the female athletes are underemphasized with the text coverage accounting for 3.2% only. At the end of 20<sup>th</sup> century, many scholars studied the presentation of female athletes in sports news and concluded that there was rather less coverage of women's sports in comparison with men's sports (Crossman et al., 1994; Duncan & Messner, 1994; Lee, 1992; Tuggle, 1997). In the research for NCAA's Finals Four in 1991 conducted by the Amateur Athletic Foundation, the ratio for male and female news coverage is 23:1. Duncan & Messner (1994) even found that only five percent of the time was devoted to female athletes for the 126 local newscasts in Los Angeles. In Tuggle's study in 1997 on Sports Center of ESPN and Sports Tonite of CNN, the coverage on women sports takes up less than 5%.

With the advanced technology and the trend of globalization in the 21<sup>st</sup> century, it is believed that the sports news coverage of women athletes should also increase with its surging number of sports fans. However, according to *Media Report to Women* (2007, p. 1), research about newspaper sports sections indicate that news

about women sports takes up only about 8% of newspaper sports sections. It is disappointing that when data show women sports fans are surging in number (Gibbon, 2003), women sports are still confined in the small portion of the total coverage and far fewer column inches than men sports (Whisenant & Pedersen, 2004; 連思晨, 2008). Overall, from the results dated from 1980s to the recent research, it is evident that the growth of the female athlete coverage is slow.

A more recent research also confirmed the gender difference in quantity of representation in broadcasting for NCAA games in 2000. In Billings, Halone & Denham's research in 2002, the results revealed that there were more lines of broadcast commentary for the men's games than the women's games. In the most recent research on gender differences of media coverage for 2006 NCAA games (Kain, Mondello & Vincent, 2009), Internet sport journalism was examined. There were significant quantitative differences on media coverage with the fact that the articles on men's basketball took up 72% of the entire population.

In addition, it deserves attention that this imbalanced coverage between male and female athletes is a universal situation, with the research in West Germany (Klein, 1988), Australia (Bryson, 1994; McKay & Rowe, 1987), Canada (Crossman, Hyslop, & Guthrie, 1994), England (Hargreaves, 1994), Sweden (Koivula, 1999), Taiwan (洪嘉凌, 2003; 連思晨, 2008). With the small quantity and the partial selection of sports, the news for the female athletes are neither comprehensive nor fair in the aspects of amount and content.

Though most past research has shown dissatisfaction with the amount of sports news for the female athletes, some recent studies have been conducted to prove that the quantity of the news have been improved, accepted, or even desirable (Cunningham, 2003; Roedl, 2007). A study of *Media Report to Women* (2002, p.7) found that *Sports Illustrated* offered "representative coverage of female and minority

athletes” for the Summer Olympics. Hardin, Chance, Dodd, and Hardin (2002) also approved that the number of female athletes’ photos in the 2000 Olympics is fair and that the female athletes were depicted in a realistic way. In another research, Hardin, Dodd, and Chance (2005) examined the magazine for running and pointed out that equitable coverage of women was provided. However, though the quantity of the coverage has been identified to be improved, the quality of the news remains another dispute in the presentation of female athletes in media.

### **2.2.2 Visual and Editorial Elements**

In sports news, many techniques in broadcasting or editing, including the application of camera, the supplement of game-related information and etc., influence the quality of technical production of the sports news; the better the techniques, the better the technical quality of the news. For the technical quality study on the sports media coverage, research or studies show that the reporting quality for men sports is much better than the women sports in televised broadcast. In the 1998 conference held by *Women, Men and Media*, where journalists, sports information directors, athletes and academics were brought to discuss the state of news coverage of women in sports, Monica Heppel clearly pointed out that the technical approach used in covering women’s sports events is less dazzling in comparison with that in covering men’s sports events. The excitement and uncertainty are the attractions for the audience, which will bring better profits for the games (Real, 1975; Wenner and Gantz, 1998). Without the better technological application for the broadcasting for female sports to enhance the excitement of the games, the attractions for audience are lost, leading to low financial interest for the low audience’s interest, and the vicious circle thus forms, impeding the promotion for women sports.

Many detailed studies were conducted based on Duncan and Messner’s study (1998) about the four techniques for the media to represent athletes’ gender:

*production, athletic attributions, formulae of exclusion, and symbolic dominance.* For *production*, it is further categorized into three aspects, with “the amount of coverage” mentioned previously in this study and “technical quality” and “intentional audience building” to be elaborated in the following paragraph.

From the “technical quality” aspect, studies show that the reporting quality for men’s sports is far more superior to women’s sports. Shenker and Armstrong (1990) found that the camera angles for female games were fewer and dull, failing to offer visual stimuli for the audience. The analysis of television broadcasting for NCAA’s Final Four in 1990 and 1993 also indicates that better techniques – including the camera angle, the planning and structure of the program and the audio application – are applied for men’s than for women’s games. With more slow-motion replay and detailed statistics presented on the screen in the men’s games, the quality of the games is elevated, thus constructing the value for the audience that men’s games are more enjoyable (Duncan & Messner, 1998). On the contrary, the plain and indazzling techniques applied in the womens’ games lower the audience’s interest, thus resulting in the lack of capital investment for better techniques and creating the vicious circle which dampens the development and promotion of women’s sports.

With “intentional audience building” in representing athletes’ gender, the media not only transmit information through news, but also frame the information by choosing and recomposing the sports information in order to offer the audience the specific meaning and context that the media try to convey. Duncan & Messer (1998) found that the men’s games were promoted before the 1990 and 1993 NCAA Men’s Final Four with advertising in TV or print media, publicity activities, interviews with the players, replay of the regular series of games, etc. in order to attract audience. However, there was no promotional plan made for womens’ games, indicating the neglect of womens’ sports. In addition, the women’s games were scheduled earlier

before, serving as the overture for the coming men's champion matches. In the timeout period of the women's final match in 1993, the commentators even put their emphasis on the coming men's game (Hallmark & Armstrong, 1999). With the unequal techniques in dealing with men's and women's games, it is undoubtful that the audience would consider men's games as more important and exciting than the women's.

Based on past research, the production process of the news with gender inequity tend to frame sports and feature females sports as less deserving of coverage than males sports with the scant amount, lower technique, and less attentional building for the audience. The current study is aimed to examine whether these kinds of approaches appear in the Taiwan sports news, create concrete differences, and have impact on gendered news for male and female athletes. In addition, the current study is aimed to define "good coverage" with good reporting content and without gendered bias in order to offer the model for sports news reporters in Taiwan.

RQ1: How are women and men basketball games presented in newspaper (i.e., in terms of the amount of coverage, visual and other editorial elements)?

### **2.2.3 Values Embedded in Gendered News**

Within the limited media coverage on women sports, there are great parts of lopsided, stereotypical contexts including the reinforced stereotype portraying female athletes as over-feminized and not strong enough, either physically or mentally, to deal with success and failure on the playing field, or to emphasize the glamor and grace of sports such as tennis and gymnastics. Many studies on media coverage of women in Olympic Games, from Daddario in 1997 to Roedl in 2007, indicate that the problem of gendered presentation of female athletes still exist. In 2004, Weiller et al. asserted that real parity in narrative presentation was not achieved in these Olympic Games. By 2007, the content analysis for the front pages of 50 U.S. newspapers on

the gender portrayals of Olympic athletes in 2006 Winter Olympics still specifies the disappointing truth that the problem of stereotypical gender representations is still present (Roedl, 2007).

Within this stereotypical representation of gender, certain gendered values are emphasized in the gendered news in mediated sports. Many scholars consider that gender differences are socially constructed and state that the sports, the battle field for ideological competition between the two genders, have long maintained and preserved the gender ideology (Hardin & Whiteside, 2008; Messner, 1988; Weiller et al., 2004; 連思晨, 2008). There has been the cultural warning sign in the sports field implicating that women should not participate in sports while highlighting the masculinity of the male athletes in the sports field, presenting male-dominance and prejudice on female.

Most recent research on the female representation in mediated sports is not aimed to examine whether the female athletes are misrepresented or underrepresented; instead, it is the embedded value in the contexts that has become the focus to be discovered. The commonly studied gendered values in mediated sports include *stereotype*, *attribution*, and *symbolic dominance*.

*Stereotype* Stereotype is the over-simplified, inflexible and over-analogized point of view that the mass hold for a certain group of people (洪萬生, 2003). When it is applied to the gender issue, the gendered stereotype thus occurs. It is widely believed that the expected roles for different genders, defined by the social and cultural rules, are the standard for both genders to abide by for their behaviors, attitude, and characteristics that they are bestowed. Some scholars conducted research to examine what characteristics are considered as feminine and what are considered masculine (Auster & Ohm, 2000; 李美枝, 1984; 劉秀娟, 1997). The results show that most characteristics for men are mostly instrumental and related to task-accomplishing with men usually described as ambitious, leader-like, competitive,



determined, independent, decisive, dominant etc., while those for women are mainly expressive and related to interpersonal relationship with women mostly described as careful, friendly, amiable, graceful, emotional, affectionate etc. (李美枝, 1984).

When observing the media coverage for female athletes, we can easily discover this kind of gendered stereotype brought to the sports field. Among the dearth of the female coverage in media, the researchers found another fact that except for the sports deemed as feminine, appropriate and socially acceptable in nature for women, women sports overall are still not the top priority for the media. Therefore, for the women participating in sports involving power or high level of body contact, substantial media coverage is never the outcome that will happen to them. In Kane's 1988 study, she indicated that the amount of coverage for female athlete has elevated, but only for sex-appropriate sports. Later on in other studies, the result has been verified that the soft sports like gymnastics, swimming, tennis, golf etc. which emphasize more on athletes' appearance, aesthetic and elegant body, are more likely to be reported in comparison with other male sports with high level of body contact (Leath & Lumpkin, 1992; Pedersen, 2003; Rintala & Birrel, 1984; Tuggle, 1997; Tuggle et al., 2002).

Some studies on the photographs in sports news are also concluded with the similar results that the feminine characteristics of female athletes tend to be shown in the sports news easily. Two studies both found that female athletes were usually represented in still pose in photographs, rather than in competitive or moving motion (Rintala & Birrel, 1984; Leath & Lumpkin, 1992). Duncan (1990) pointed out that the angle of the photograph often positioned the female at a lower place than the male, indicating inferiority of women to men. With the presentation of stereotypical feminine characteristics of female athletes, gender difference is further magnified and extended.

With the above stated gendered stereotype, the patriarchal male sport model is

reinforced and legitimized as normative. Pirinen (1997) considers that in sports media, marginalization, one of the three kinds of gender discourses, maintains the existence of hegemonic masculinity and standardizes women's behaviors and values, so as to control the society. According to Billings (2000), only eight female athletes were included in the Top 100 Greatest Athletes by ESPN. Female athletes in sports history is marginalized and nearly rejected and deprived of the status in sports. For the underrepresented and misrepresented image of female athletes discovered in the previous research, Tuchman (1978) described it as annihilation of symbols for women by the mass media, discriminating the female and endangering the social development because there is no positive image for the female to be serve as model for their behaviors and thinking.

*Attribution* In Duncan & Messner's 1998 study, they examined attributions which are most commonly used for description of athletes, including ambivalence and successes and failures attribution. They indicate that the media tend to describe the male and female athletes with different approaches and thus enhance the gender differences. Ambivalence is the strategy that attributions with suggestions of strength and weakness are both presented and provided with both the positive and negative view of an athlete's performance, thus trivializing the performance of the athletes to be described. According to Higgs, Weiller, and Martin (2003), commentary in both 1996 and 2000 Olympic Games contains ambivalent language for presenting female athletes, implying their powerlessness and fragility.

The strategy of attributions is also applied to describe the achievement and sport ability in the media coverage to imply the gender ideology. The success of the male athletes tend to be attributed to talent, power, speed, physique, adventurous spirit and other men-natured capability, while the success of female athletes may be attributed to luck, cooperation and the support from the family other than talent, hard-work and

intelligenece (Daddario, 1994; Duncan & Messner,1998; Halbert & Latimer, 1994; Hillad, 1994). In addition, when failures occur, the male athletes are seldom to be blamed and the failure is attributed to the opponent's capability, while the female atheltes are described with the stereotype that they are too nervous, emotional, or incapable, implying their weakness and insignificance in the male-dominant sports field (洪嘉 菱, 2003; 連思晨, 2008; 黃雅欣, 2005).

Another strategy called formulae of exclusion can be seen as the discourse that functions to maintain certain dominance by constructing some and separating the others to maintain inner order (Foucault, 1972). In Duncan and Messner' study on NCAA televised broadcasting (1998), formulae of exclusion occurred when the commentator emphasized on the turnovers made by female athletes and indicated that the turnovers seldom occur in comparison to the male's games, implying that the male athletes are superior and the female athletes are inferior with the contrast.

*Symbolic Dominance* Symbolic dominance refers to the way the media construct difference with symbols (Duncan & Messner, 1998). By stressing the gender difference, the media present "men as the standard" and women as the non-standard, and position "men as dominant, women as subordinate". The detailed study for symbolic dominance is divided into several types: *gender marking* (Higgs and Weiller, 1994; Messner et al., 1993; Weiller et al., 2004; 連思晨, 2008), *infantilization/ hierarchies of naming* (Blinde et al., 1991; Daddario, 1994; Halbert and Latimer, 1994; Higgs and Weiller, 1994; Messner et al., 1993), and *sexualization* (Duncan & Messner, 1998; 洪嘉 菱, 2003; 黃雅欣, 2005). With symbolic dominance, it is evident that the mediated sports are embedded with gender discrimination, which is based on gendered stereotype and transformed into specific prejudice through direct negation and unfair language.

The use of gender marking in sports news or broadcasting has been proven in

many studies (Higgs & Weiller, 1994; Messner et al., 1993; Weiller et al., 2004; 連思晨, 2008). Gender marking occurs when sports are specifically identified or stressed as “male” or “female.” However, there are different levels and presentation of gender marking in different sports. For traditional sports like track and field, and rowing, the gender marking is evident and thus separates the two genders. For sports regarded as appropriate for the female, like gymnastics, male athletes were gender marked more than the female (Weiller et al., 2004). For the sports considered commonly with serious gendered discrimination, like basketball or tennis, the imbalanced gender marking was found to separate the two genders.

Gender hierarchy, one of the phenomena in the gendered society, refers to the fact that men and women are categorized into different social hierarchy with male-dominance, ranking men higher than women, forming the unequal status for the two genders (黃郁婷, 2005). Sports with the emphasis on physique, power, and masculinity, with the function of gendered stereotype and male-dominance in media, further accelerate the outcome of gendered hierarchy in sports, enforcing the value of “men are superior and women are inferior.” For Duncan and Messner (1998), the infantilization, or hierarchy of naming, for female and male athletes serves as one of the proofs for the above mentioned value, which maintains the hegemony of male-dominance. In their study, they found that female athletes were called “girls,” “young ladies,” or even “babe” which labels women as “child-like,” and in contrast, labels men as “adults” (Duncan & Messner, 1998, p.180). By 2004, the situation has not been improved, Weiller et al. found hierarchy of naming from the commentators was still present in track and field and gymnastics, which infantilizes women and presumes a lesser status than male athletes. In Hong’s study about the representation of billiard athletes, hierarchy of naming is also present in Taiwan during broadcasting by the commentators and the mass media (洪嘉菱, 2003).

Another situation in mediated sports which shows gendered hierarchy is “male-female comparison” in which the performance of female athletes is compared to that of male athletes in same-sport activities, showing men as the standard and indicating women as the less capable ones. In Weiller et al.’s study in 2004, 74% of the instances they observed with male-female comparison, female athletes are compared to male athletes in the same sports. In Lien’s 2008 study for gender disproportion in media for basketball in Taiwan, female basketball players with good performance are often compared to the male players from the commentators in order to show how good they are, implying the value of gender hierarchy with men at the top and women at the bottom (連思晨, 2008).

Sexualization epitomizes the image that the media have on female athletes. The previously-mentioned sex-appropriateness of certain sports can be seen as one form of sexualization when the gracefulness and aesthetics are stressed for sports like figure skating, gymnastics, swimming etc. However, scholars pointed out that commentators were very likely to exercise another form of sexualization by commenting on the appearance of female athletes more than male athletes, indicating that the judgment for female athletes tends to be the approval of their feminine characteristics, physical features, and female’s social roles, rather than their sports performance or capability in order to lower the attention of the performance of female athletes for the audience (Duncan & Messner, 1998; Kane & Parks, 1992; Weiller et al., 2004). More seriously, according to *Media Report to Women* (2002, p.7), when the appearance of female athletes is overemphasized and presented in “pseudo-sports events” like wrestling or poses in the nude in *Playboy* magazine, sexualization, the biased gendered values, and the image covered in media for female athletes will be deteriorated. Contradicted to most of the past research indicating the lack of positive reporting for women sports, Kian, Mondello & Vincent (2009) asserted that female basketball players were

recognized for their “athleticism and skill level” at least as much as male players in media coverage in their study on ESPN Internet and CBS SportsLine of the 2006 NCAA tournaments.

Many foreign studies are presented with the revealing fact of the lack of positive reporting for women sports. However, there are few studies regarding to media coverage on woman sports in Taiwan, and even fewer on women basketball. Hong examined the newspaper content and news photographs for Amway WPA Women World 9-Ball Championship and found that media construct the sports with the male athletes as the core and marginalize the female athletes by overemphasizing their appearances and ignoring their sports professions(洪嘉菱, 2003). Lien studied the televised broadcasting of SBL (Super Basketball League) and WSBL (Women Super Basketball League) in Taiwan and points out the gender disproportion of the sports programs in Taiwan (連思晨, 2008). Yet, the newspaper coverage on women basketball and the differences of reports between male and female basketball teams and players have not been studied before. Based on the previous research, the study is aimed to examine whether the gendered coverage exist in the news for the national women basketball team in Taiwan and hopefully to offer suggestion for sports news with the better solution for fair reporting for female basketball players in Taiwan.

RQ2: What is the gender ideology embedded in the media coverage of men and women basketball games in Taiwan?

## **2.3 Influence of Newsroom Operation on Gendered Sports News**

With previous research, it is assumed that gendered coverage is present in sports news. In order to better solve the problem of unequal coverage for men and women in sports news and to provide suggestion, it is necessary to understand the influence of newsroom operation in sports news. The following literature review is divided into two aspects: (1) gate-keeping and (2) newsroom operation.

### **2.3.1 Media as Gate-Keepers**

Due to the limits of distance and time, many sports watchers are not able to view the sports live at scene; instead, they rely on the news media as the channel to watch and understand the games indirectly. The information presented by the news media, which influences the audience greatly, is the result of gate-keeping process in media (許智慧, 2003). Gate-keeping theory emphasizes the key role of the media as the gate-keeper because the media gate-keeper hold the decisive power of what to report, how to report, when to report, and whom the reporting is resorted to (Cutlip, Center, & Broom, 2000). Media, as the magnifier and filter, decide which news information is to be presented to the mass through the process of gate-keeping, construct media reality, and influence cognition for the public, not only controlling the transmission of information, but also the social mind (臧國仁, 1998). The gate-keeping study includes three levels: the individual, the organization, and the social system (Hirsch, 1977; Shoemaker, 1991). The current study is aimed to examine in the three levels by interviewing news reporters to see if the representation of sports news is influenced by the individual level, such as reporters' gender, background, experience, attitude, working roles etc., and the organization level, such as the operation form, policy and system, regular norms and procedure, power operation among sections etc.

Through the processing in the newsroom with specific selection and preference, such as the placement priority in news pages, the different angles of camera,

commentary, and the dimension of the content, the news media influence understanding of the news for the public and agenda-setting is thus achieved. The media present the news with coverage of the significance of the issues to the public and elevating the significance of certain issue (Wanta, 1997), teach the audience to learn the news from the angle that the media frame (翁秀琪, 1992), and tell people what to think about, though not be able to tell people how to think (Cohen, 1963).

With sports news coverage in press media or broadcasting as the main channel for the sports watchers, gate-keeping and agenda-setting process and deeply influences the perception of the audience and the embedded values that are discussed above in this study is further enhanced and extended. Weiller et al. (2004) studied media coverage of women in sport particularly for the All American Girls Professional Baseball League and pointed out that sports media do influence people's perception in participation in sports by emphasizing certain facets of female participation in sports, while ignoring others, influencing people's judgment about sports. Eastman and Billings (2000) also affirm the ability of media in constructing people's perception with the repeated words of sportscasters.

### **2.3.2 Newsroom Operation**

Newsroom operation is the critical link to the news production and the influence of the news. As mentioned earlier, the current study is aimed to examine the three levels of gate-keeping study: the individual level and the organization level. For the individual level, reporters' gender is the main concern for this study in coverage for female athletes for the reason that liberal feminists generally believe the underrepresented and misrepresented image of female athletes can be improved through having more female staff in newsroom (倪炎元, 2003).

The influences of the gender of reporters on media coverage were identified. Craft & Wanta (2004) stated that, with women in managerial positions in the media



industry, good influence tended to be imposed while positive news reporting was encouraged more, and the female reporters were tended to be treated equally with their male colleagues. In Billings, Halone & Denham's 2002 study, significant differences of the reporters' genders were found in that male commentators focused more on "physicality" and "athleticism" in their comments while female commentators focused more on the topics of "personality," and "looks and appearance," suggesting that, surprisingly, it was the female sportscasters who would employ more gendered descriptors with gendered stereotypes for female athletes.

With the interviews of the focus group for female reporters of newspapers, Hardin & Shain (2005) also indicated the need to emphasize the retention of women in sports departments. However, in the research (Hardin & Shain, 2005), although the respondents believed that women had got better opportunities than ever, there were more challenges and frustration for female journalists with on-the-job discrimination while 72% of the respondents considered giving up their careers.

According to the previous study, the ratio for the male and female sports reports in Taiwan is 4:1, which is not balanced and can not serve as the representative for the overall population (林幼萍, 1999). A series of research was revealed by *Media Report to Women* on Associated Press Sports Editors, APSE, covering more than 300 AP newspapers. In the results in 2006, women made up only 12.6% of total staffs, and within which there is less than 7% of columnists and support staff/ clerks takes up the most in diverse job categories with 24%. By 2008, there is no improvement in gender hiring practices and APSE was ranked with the grade of "F" with the low hiring of female in positions of various job categories, including sports editor (10%), columnist (7%), reporter (9%), copy editor/ designer (16%). In addition, about 75% of reporters in the survey agreed that their sports departments did not reach reasonable gender diversity. After understanding the power of the news media in controlling and framing

the information to the public, it is disappointing and terrifying to find that the gender disproportion rooted in the newsroom is in such serious imbalance.

However, there is research indicating that there was no association between the gender of the newspaper staff and the amount of coverage for female and male interscholastic athletes for the fact that female newspaper personnel, like their male colleagues, fail to well-represent coverage of female athletes as well, which leads to the study for the next level which influences the news production in the newsroom – the news media organization (Pedersen, 2003). The scholar studied various kinds of power which control the produced content of newspaper with interviews of news reporters and case study analysis, and found that social control of newsroom operation is commonly present among newspapers (蘇善村, 1995). Not only the news reports contribute to the outcome of the final drafts of news, the higher level such as editors or directors serve as the critical link with most power in hand. It is obvious that there is the greater power beyond reporters influencing the final framing of the news. With interviews for the Taiwan newspaper reporters and editors, the current study is aimed to discover the power controlling the production and framing of the news within the newsroom.

RQ3: What are the factors in the production process that may contribute to gendered sports news?

In addition to identify the factors contributing to gendered sports news, with the problem-solving orientation, the purposes of the current study also include to offer practical suggestions of how to fairly report women basketball games and other women sports.

RQ4: What improvement can be made during the news production for the news staff to more fairly report women basketball?

### **3. Methodology**

Two methods were employed in the current study, including content analysis and depth-interviews. The content analysis was conducted in order to address the first two research questions by examining how the gendered news is presented in sports news in Taiwan; in addition, gendered news coverage was identified as poor examples of reporting, and fair coverage was identified as examples for better journalistic writing. Depth interviews were conducted with sports reporters and editors to address the third and fourth research questions by understanding the production process of gendered news, which shed lights on the contributing factors and offer insights for possible solutions to avoid gendered reporting of sports news.

#### **3.1 Content Analysis**

##### **3.1.1 Samples**

Sports news articles in Taiwan's main newspapers were selected. According to scholars like Benton and Frazier (1976) and King (1994), newspaper is equipped with the stronger effect for agenda-setting in comparison with the television broadcasting and newspaper provides more steady news sources and detailed information. In addition, being bestowed with the value of educating the public and promoting social values to the mass, newspaper is expected to be more balanced in the amount of the sports news for both females and males without fewer commercial interests and more a sense of mission in educating the public. Thus, with the more balanced amount of the coverage for female and male, we can focus more on the content and the values embedded in sports news on a fair basis. Moreover, newspaper, with the mission in educating the public, the ability of loading more information, and the power in framing issues, is expected to be the starting point for the breakthrough of female

athletes and to develop ripple effects so as the visibility in another form of media can be elevated.

The three newspapers, *Apple Daily*, *Liberty Times*, and *United Daily*, were chosen because of the high circulation. As the three main newspapers in Taiwan, the great influence they have on the population that they reach is the main reason to be chosen as the sampling subject. The newspaper especially for sports news is excluded for the fact that the sports newspaper only influences those who are specifically interested in sports, which is a rather smaller readers group. However, the study is aimed to research the general influence of gender representation of the newspaper on the general public. Thus, the three newspapers with larger circulation and general influence on more population are chosen as the sampling subject.

The census was conducted during the timeframe of 2007-2009. The collected data include the news stories in the newspapers during the game period, in addition to one week before and one week after the game period each year; that is, from one week before the game period to one week day after the game period. See Appendix 1 for the sampling timeframe.

There is difference in the number of games for men's and women's basketball. The total number of the games during 2007 to 2009 for men's basketball is 117 while that for women's basketball is 41, in a ratio of 2.85 (117:41); the total number of the games specifically played by the Chinese Taipei National Men's Basketball Team is 33 in the past three years, while the Women's Basketball Team have played 21 games, in a ratio of 1.58 (33:21) (see Table 1). Thus, the ratio of 1.58 will serve as the index to examine whether the proportion of news coverage for male and female players of Chinese Taipei National Team is about equal in the amount.

The content analysis was conducted with the consensus of the news coverage related to the Jones Cup. That is, all the news coverage regarding to the Jones Cup

during the above-mentioned timeframe in the three selected newspapers was sampled.

Table 1. The Number of Games of the Jones Cup Men's Basketball and Women's Basketball During 2007 to 2009.

		2007	2008	2009	Total
Total Number of The Games	Men's	36	36	45	117
	Women's	21	10	10	41
Number of The Games Played by The Chinese Taipei National Team(s)	Men's	9	9	15	33
	Women's	11	5	5	21
Total		77	60	75	212

### 3.1.2 Coding Categories

The categories for the content analysis were developed based on the previous literature and research results on the news coverage, the images of different genders in news coverage, and other related topics. Many Taiwanese scholars' researches are referenced to take the current circumstances of news covering in Taiwan into consideration (李淑玲, 1993; 邱金松, 1998; 侯致遠, 1991; 施致平, 1992; 廖清海, 1996). The categories are divided into two major parts: (1) the general information of the news reports, including the basic information, use of photographs and tables and (2) the gendered coverage indicators, including description of players' features, attribution, and symbol dominance. See Appendix 2 for detailed coding categories.

## **General Information**

*Basic Information* General information of news is recorded, including the *headline, date, size, section, placement, and subject gender*. The *size* and the *section* and *placement* of the news reports serve as the indicators for the reference of emphasis on the report. The *subject gender* of the news reports was the major independent variable which resulted in the expected existence of gendered coverage of news reports.

*Story Type* Story type is divided into the straight news, the feature story, and the commentary. Straight news refers to the news which is the routine reports with the function of informing readers for the games. The feature story refers to the news which is purposefully designed for the readers to have more knowledge about the sports, the teams, the players, or other related information other than the games. With the emphasis on news reports, the sampling that was categorized as the commentary was not further coded, but only served as a reference for the amount of the coverage in newspaper.

*Main Content* Main content is divided into two parts: directly related to the game and irrelevant to the game. The category directly related to the game includes the content with anything related or happening in the basketball court during the games, such as game report, records, game forecast, commentary for the game, team performance, or player performance. The category irrelevant to the game includes the content with anything unrelated to the games or happening outside the basketball court during the games, such as technical analysis, player feature story, promotion for the game, personnel, or other issues irrelevant to the games. When there are more than one main contents related in the news reports, the first that appears in the article is considered as the main content of the news report.

The *source* of the information used in the sports news can also serve as the index to examine the value of the news and present how sports news for different genders are covered in applying different news sources, i.e., coach(s), player(s), critic(s)/scout(s), fan(s), or others. The *tone* of the news, i.e., positive, negative, or neutral, will also be identified. *Performance emphasis* is the other category that is aimed to examine whether the sports news is framed to focus on individual performance or team performance to show the difference between the news covering of the two genders.

*Photographs* For photograph analysis, the basic measured categories include the *size* and the *numbers of people* included. The category of the *action of the people* is divided into active motion and still motion. The category of the *angle applied* includes the close up shot, the medium shot, and the long shot to serve as the major indicator for the quality of the photograph and the implication for gendered ideology. Finally, the category of the emphasis of the *caption framing* is designed to determine whether the appearance or the sports performance of the players is emphasized.

*Tables* The table analysis is divided into three categories: whether there is the *table included*, the *size* of the table, and the *content* of the table. The content of the table is further divided into options as: team score, personal score, team performance statistics in a single game, personal performance statistics in a single game, team performance statistics in previous games, personal performance statistics in previous games, and others.

### **Gendered Coverage Indicators**

Based on previous research on gendered coverage on female sports news reports (Duncan & Messner, 1998; Eastman & Billings, 1999; 洪嘉凌, 2003; 陳秀娟, 1997; 連思晨, 2008), gendered coverage indicators are the most important measurement for

the quality of the coverage in this study. Three categories include description of players' features, attribution, and symbol dominance.

*Description of Players' Features* The category of the description of players' features is divided into masculine or feminine in order to examine whether gendered stereotypes exist in sports news. Masculine characteristics include those "instrumental" features related to task-accomplishing, such as ambitious, leader-like, competitive, determined, independent, decisive, dominant etc., while feminine characteristics include those which are mainly "expressive" and related to interpersonal relationship, such as careful, friendly, amiable, graceful, emotional, affectionate etc. (李美枝, 1984).

*Attribution* The category of attribution whether the description of ambivalence or the agency for successes and failures of the game existing in the reports appears in the sports news. In addition, a category is further designed to determine the type of the agency of successes and failures, whether the winning or lost is attributed to the player's competence, the opponent's incompetence, or other uncontrollable factors. The category of formulae of exclusion is for recording the presence of the news reporters for explaining missing made by the players during the game.

*Symbol Dominance* Symbol dominance is designed to determine whether the content of the sports news is embedded with the gendered values with the possible ways as follows, so as to measure the degree of gendered coverage in the sports news: (1) gender marking – specifically identifying sports for men or women and thus stressing the difference of the male and female; (2) infantilization/ hierarchies of naming – ranking men higher than women, forming the unequal status for the two genders; (3) sexualization – emphasizing the appearance or feminine features of the female athletes and thus trivializing their performance in sports.



### 3.1.3 Coding Procedure

There are two coders, including the author of the study and the other coder, Suzanne Lien, a graduate student from the Journalism Graduate of NCCU, who was selected because of her experience in conducting content analysis for related research. Training sessions were held; three pieces of news coding were demonstrated by the author and then the coder practiced another three pieces of news coding. A pilot test was conducted to serve to clarify the definitions for each category.

SPSS 17.0 was applied with the data processing. The coding was divided into three waves. At the end of each wave, intercoder reliability was calculated to monitor the process of coding with the following formula.

$$\text{Inter-coder Agreement (IA)} = \frac{2M}{N1 + N2}$$

M: The amount of coding units with agreement between both coders.

N1: The amount of coding units of the first coder.

N2: The amount of coding units of the second coder.

$$\text{Inter-coder Reliability} = \frac{n \times \text{Average AI}}{1 + (n - 1) \times \text{Average AI}}$$

n: Total of the coders.

For the first wave of sampling, the inter-coder agreement (IA) and inter-coder reliability (IR) were 0.85 and 0.92 respectively for the category of *General Information* and 0.76 and .086 for the category of *Gendered Coverage Indicators*. For the second wave of sampling, the inter-coder agreement (IA) and inter-coder reliability (IR) were 0.90 and 0.95 respectively for the category of *General*

*Information* and 0.84 and . 0.91 for the category of *Gendered Coverage Indicators*.

For the final wave of sampling, the inter-coder agreement (IA) and inter-coder reliability (IR) were 0.92 and 0.96 respectively for the category of *General*

*Information* and 0.85 and 0.91 for the category of *Gendered Coverage Indicators*.

### **3.2 Depth Interviews**

In addition to the content analysis of newspaper coverage, interviews with reporters and editors were conducted. The interviewers not only helped understand why the gender disparity existed, but also helped identify potential ways to improve gendered presentation of female athletes by better understanding the editorial process. That is, the purposes of the current study include offer practical suggestions of how to fairly report women basketball games and other women sports.

Potential interviewees were identified from the three newspapers in the current study. After the initial contact, interviewees were asked to recommend other reporters or editors to be interviewed with the snowball sampling method. A total of five sports reporters and two editors were interviewed in the current study. Two interviewees were from *United Daily*, five from *Apple Daily* and none from *Liberty Times*.

The interviews were semi-structured, with the interview outline being planned but allowing autonomy for the question order and asking follow-up questions. The interviews include phone and face-to-face ones, depending on the location or accessibility of the reporters/editors. Interviews lasted approximately 40 minutes to one hour.

The interview questions focused on the following four main issues: (1) the editorial process of sports news, (2) the influence of the newsroom operation during production of news on gendered coverage, (3) whether the interviewee is aware of the gendered coverage, and what's their attitude toward the gendered coverage, and (4)

exploration of solutions. See Appendix 3 for an interview protocol.

All interviews were selectively transcribed and major themes were identified and analyzed. Because the reporters and editors are all Taiwanese, the interviews were conducted and transcribed in Mandarin Chinese and the selected quotes were translated into English.



## 4. Results

After the content analysis on the Jones Cup coverage in the three newspapers during 2007 to 2009 and the interviews with five reporters and two editors, valuable results have been found and the results will be presented in the following two main parts: (1) content analysis of sports news and the qualitative analysis of news coverage and (2) interviews results.

### 4.1 Content Analysis of Sports News

In the part of content analysis with census, a total of 378 news articles were coded. With regards to the difference in coverage amount among newspapers, the sports news coverage of the Jones Cup from *Apple Daily*, *Liberty Times* and *United Daily* account for 44.2%, 31.1% and 24.7% of the total samples respectively. Within which, *Apple Daily* not only had the most coverage, but also provided the coverage of men's and women's basketball games with the ratio of 2.08, which is the closest to the index of 1.58, the gender ratio of actual number of games (see ch.3, p.27), among the three newspapers (see Table 2). There is gender difference in proportion for the three newspapers in that three newspapers all covered twice more news articles on men's basketball than women's, showing the gender difference in proportion of sports news.

Table 2. The Number of the Jones Cup News Stories Mentioning Men's and Women's Basketball Games.

	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>		Total
Men's	110	65.9%	82	69.5%	65	69.9%	257 (68%)
Women's	53	31.7%	34	28.8%	28	30.1%	115 (30.4%)
Both Men's and Women's	2	1.2%	1	0.8%	0	0.0%	3 (0.8%)
Didn't Mention Any	2	1.2%	1	0.8%	0	0.0%	3 (0.8%)
(Gender Ratio)	(2.08)		(2.41)		(2.32)		(2.23)
Total	167	100%	118	100.0%	93	100%	378 (100%)
	(44.2%)		(31.1%)		(24.7%)		

*Note:* The gender ratios were calculated with the news articles of *Men's Basketball* divided by that of *Women's Basketball*.

#### 4.1.1 Gender Differences

##### *News Coverage*

Within the 378 samples, a total of 257 articles of which were for men's basketball or with emphasis more on men's basketball, 115 articles were for women's basketball or with emphasis more on women's basketball, 3 articles were with emphasis equally on both genders, and in the other 3 news articles, only the Jones Cup was covered as an activity without mentioning both genders (See Table 2). In comparison with the gender ratio of games as 1.58 (see Ch. 3, p. 27), the gender ratio of the number of news coverage as 2.23 (257: 115) indicated that the current three

newspapers failed to present women's basketball with the equal proportion in response to the real situation. In addition, the news coverage for men's basketball is 7.79 articles per game, while the news coverage per game for women's basketball is 5.48. That is, for each game, the men's basketball could be covered with 2.31 articles more than women's basketball in average.

In terms of the news coverage of foreign teams and our national teams for both genders, although there was no significant gender difference ( $\chi^2=2.591, p = \text{n.s.}$ ), the results showed that foreign women's basketball teams received less coverage in newspaper. For men's basketball, the numbers of news articles for our national teams and other foreign teams were almost equal, with 93 and 88 articles respectively (see Table 3). However, for women's basketball, our national teams had 1.79 times of news articles more than the foreign teams, with 50 and 28 articles respectively, showing room for more coverage on foreign women's basketball teams. When the news articles with focus on the foreign teams were excluded to examine the gender presentation in news for the Chinese Taipei National Basketball Teams only, there were 162 news articles with focus on the Chinese Taipei Men's Basketball Team, while 78 articles were on the Chinese Taipei Women's Basket Team, making the gender ratio of 2.08 (162:78). In comparison with our standard index of 1.58, the gender ratio of actual number of games, the women's basketball has proven not yet to be presented in balanced amount. The news coverage per game for our men's national teams was 4.91 and 3.71 for the women. That is, women's basketball of Chinese Taipei was reported with 1.2 articles fewer per game in average than men's basketball.

Table 3. The Numbers of News Articles for Chinese Taipei National Teams and Other Foreign Teams on the Jones Cup Men's Basketball and Women's Basketball in the Three Newspapers.

	Men's		Women's	
For Chinese Taipei National Team(s) Only	93	36.2%	50	43.5%
For Foreign Teams Only	88	34.2%	28	24.3%
With More Emphasis on Chinese Taipei National Team(s) Than Foreign Teams	69	26.8%	28	24.3%
With More Emphasis on Foreign Team(s) Than Chinese Taipei National Team(s)	2	0.8%	2	1.7%
With Equal Emphasis on Foreign Team(s) and Chinese Taipei National Team(s)	5	2.0%	7	6.2%
Total	257	100%	115	100%

#### *Coverage Size*

The sizes for the sampled news articles were first calculated. The average size of the total articles is 335.82 cm<sup>2</sup>, while the average size of news articles for men's and women's basketball is 341.05 cm<sup>2</sup> and 334.05 cm<sup>2</sup> respectively. The sizes were then divided into five categories, i.e. rather small, small, medium, large, and rather large. The articles categorized as "rather small" ranged from 35 to 130.5 cm<sup>2</sup> with the average size as 100.36 cm<sup>2</sup>; those categorized as "small" ranged from 130.5 to 176 cm<sup>2</sup> with the average size as 153.11 cm<sup>2</sup>; those categorized as "medium" ranged from 180 to 289 cm<sup>2</sup> with the average size as 228.93 cm<sup>2</sup>; those categorized as "large" ranged from 294.5 to 580 cm<sup>2</sup> with the average size as 419.68 cm<sup>2</sup>; those categorized as "very large" ranged from 581.3 to 1322 cm<sup>2</sup> with the average size as 760.04 cm<sup>2</sup>.

The distribution of the article size for both genders was quite balanced. Only slight gender difference existed. The men’s basketball was covered the most with “medium” (21%) and “small” (21%) sizes of news coverage while the women’s basketball was covered the most with “rather small” size (23.5%). It’s worth noting that news coverage for women’s basketball was with the “rather large” size, which was slightly more than the news coverage for that the men’s (20.8% v. 20.6%). However, in the average size for the news coverage, women’s basketball with the average size of 334.05 cm<sup>2</sup> was still behind the men’s 341.05 cm<sup>2</sup>, yet the difference was rather small in comparison with the data in the previous research.

Table 4. Sizes of the Jones Cup Men’s and Women’s Basketball Coverage.

Size Categories	Men’s			Women’s		
	Article Number		Average Size (cm <sup>2</sup> )	Article Number		Average Size (cm <sup>2</sup> )
Rather Small	43	16.8%	97.89	27	23.5%	104.2
Small	54	21.0%	152.76	20	17.4%	152.18
Medium	54	21.0%	230.46	21	18.3%	226.31
Large	53	20.6%	410.04	23	20.0%	445.76
Rather Large	53	20.6%	761.36	24	20.8%	750.72
Total	257	100%		115	100%	

With regards to differences of size coverage among the three newspapers, *Apple Daily* was found to have the most coverage with relatively “large size” within the three newspapers, accounting for 65.3% of the overall “rather large” size coverage. In addition, “large size” news also accounted the most in news articles of *Apple Daily* for both men’s and women’s basketball (30.7% v. 30.2%), as Table 5 indicated.



In terms of *Liberty Time*, gender differences occurred in that 32.4% of the women’s basketball news was with the “rather small” size in comparison with men’s 18.3%. However, women’s basketball was more likely to be covered with “rather large” size than men’s basketball (20.6% v. 17.1%).

*United Daily* covered the least “rather large” size for news on both men’s and women’s basketball (6.3% v. 3.6%), compared with the other two newspapers and also with the other four size categories in *United Daily*. Gender differences occurred in that women’s basketball news was more likely to be covered in “rather small” size and “large” size news than men’s basketball (25.0% v. 20.3%; 35.6% v. 26.6%).

Table 5. Sizes of the Jones Cup Men’s and Women’s Basketball Coverage in the Three Newspapers.

	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>	
	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s
Rather Small	16 (13.6%)	9 (17.0%)	15 (18.3%)	11 (32.4%)	13 (20.3%)	7 (25.0%)
Small	25 (21.8%)	10 (18.9%)	16 (19.5%)	5 (14.7%)	14 (21.9%)	5 (17.9%)
Medium	21 (19.1%)	13 (24.5%)	16 (19.5%)	3 (8.8%)	16 (25.0%)	5 (17.9%)
Large	15 (12.7%)	5 (9.4%)	21 (25.6%)	8 (23.5%)	18 (26.6%)	10 (35.6%)
Rather Large	33 (30.7%)	16 (30.2%)	14 (17.1%)	7 (20.6%)	4 (6.3%)	1 (3.6%)
Total	110 (100%)	53 (100%)	82 (100%)	34 (100%)	65 (100%)	28 (100%)

### *Placements*

For *Apple Daily*, 17.4% of news articles for men's basketball were placed in the front page of D section, D1, while 13.2% of articles for women's basketball were placed in D1. In addition, it was found that articles for men's basketball were placed in D2 (23.9%) more than the women's (13.2%), indicating that more emphasis and attention was bestowed to the men's basketball (see Table 6).

For *Liberty Times*, there was no news for women in S1, the front page of the sports section, while 2.4% of the men's basketball news articles were placed in S1. Similar to *Apple Daily*, it is evident that news articles for men's basketball were placed in S2 (25.6%) more than the women's (11.8%), indicating that more emphasis and attention was bestowed to the men's basketball (see Table 5).

For *United Daily*, 39.3% of news articles for women's basketball were placed in AA3, the comprehensive section combining many sorts of news, while 30.8% of men's basketball news articles were placed in this section (see Table 5). For the more specialized section for sports, the same distribution situation occurs when the men's basketball news was more likely to be placed in the former section while the women's basketball news was placed in the latter section.

Regarding to the page placement, the news coverage for men's basketball and women's showed no significant gender difference ( $\chi^2=1.286^a$ ,  $p = n.s.$ ), while the articles for men's basketball were slightly more likely to be placed on the upper place of the section and the articles for women's basketball were slightly more likely to be placed on the middle and lower places of the section (see Table 7).

Table 6. The Distribution of Sections of News articles on the Jones Cup Men's Basketball and Women's Basketball.

		Men's		Women's	
<i>Apple Daily</i>	D1	19	17.4%	7	13.2%
	D2	27	23.9%	7	13.2%
	D3	11	10.0%	16	30.2%
	D4	38	34.9%	20	37.7%
	D5	10	9.2%	3	5.7%
	D6	5	4.6%	0	0.0%
	Subtotal	110	100%	53	100%
<i>Liberty Times</i>	B8	8	9.8%	3	8.8%
	B10	17	20.7%	7	20.6%
	S1	2	2.4%	0	0.0%
	S3	21	25.6%	4	11.8%
	S4	34	41.5%	20	58.8%
Subtotal	82	100%	34	100%	
<i>United Daily</i>	AA3	20	30.8%	11	39.3%
	B4	26	40.0%	7	25.0%
	D8	19	29.2%	10	35.7%
Subtotal	65	100%	28	100%	
Total		257		115	

Table 7. Page Placement Distribution of the Jones Cup Men's Basketball and Women's Basketball Coverage.

		Men's		Women's	
Upper		119	46.3%	49	42.6%
Middle		81	31.5%	39	33.9%
Lower		57	22.2%	27	23.5%
Total		257	100.0%	115	100.0%

### Photographs

For the amount of photographs in news articles, as Table 8 reveals, 83.5% of news for women's basketball contained one or more photographs, winning men's 74.7% by 6.8%, indicating that women's basketball is not neglected in photo providing. However, the gender is not significantly correlated in this regard ( $\chi^2=3.354$ ,  $p = n.s.$ ). 272 photos were contained in 192 articles for men's basketball while 136 photos were contained in 96 articles for women's basketball, leading to the results that news article for men's and women's basketball both contained 1.417 photographs respectively in average. The average photo size for women's basketball news coverage (139.15 cm<sup>2</sup>) is even slightly larger than that of men's (136.46cm<sup>2</sup>).

Table 8. Photograph Amount of the News Articles on the Jones Cup Men's Basketball and Women's Basketball.

Photograph	Men's		Women's	
	Yes	192	74.7%	96
No	65	25.3%	19	16.5%
Total	257	100.0%	115	100.0%
(Photo Average size)	(136.46 cm <sup>2</sup> )		(139.15 cm <sup>2</sup> )	

In addition, women's coverage included more photos with only single player than men's coverage (27.2% v. 21.7%) and 33.8% of photos were with the close-up angle for the camera in comparison with men's 28.3%, showing that female players were more often than male players to be shown individually with closer camera angle. However, the chi-square analysis indicated that the gender was not significantly correlated in this regard ( $\chi^2 = 1.309$ ,  $p = n.s.$ ). It's worth noting that in the category of

“capture frame emphasis,” 10.3% of women’s basketball news articles were emphasized with the appearance of the player only while there were only 4% of that in men’s news coverage, showing significant gender difference in this regard ( $\chi^2=6.509, p < .05$ ). See Table 9 for details. On the other hand, 78.4% of news coverage for men’s basketball was with the emphasis on sports performance, while there were 70.6% of news articles for women’s basketball with emphasis on sports performance.

After the further analysis on the caption frame of “appearance only” and “sports performance only” among newspapers, it was found that there was significant gender difference in news of *Liberty Times* ( $\chi^2=9.453, p < .05$ ), showing that women’s news in *Liberty Times* was more likely to contain photo(s) with the capture emphasizing on the athlete’s appearance only than men’s news. No significance gender difference was shown in either news of *Apple Daily* ( $\chi^2=1.351, p = \text{n.s.}$ ) or *United Daily* ( $\chi^2=1.552, p = \text{n.s.}$ ).

Table 9. Photo Presentation of the Jones Cup Men's Basketball and Women's Basketball Coverage.

		Men's		Women's	
People in the Photo	One Person	59	21.7%	37	27.2%
	Two to Five People	191	70.2%	86	63.2%
	Six or More People	22	8.1%	13	9.6%
Action in the Photo	Active Motion	218	80.1%	155	80.9%
	Still Motion	54	19.9%	37	19.1%
Camera Angle Applied of the Photo	Close-up	77	28.3%	65	33.8%
	Medium Shot	180	66.2%	120	62.5%
	Long Shot	15	5.5%	7	3.7%
Capture Frame Emphasis of the Photo	Appearance/ Attire/ Expression Only	12	4.0%	20	10.3%
	Sports Performance Only	213	78.4%	136	70.6%
	Equal Emphasis on Appearance and Performance	0	0.0%	3	1.5%
	More Emphasis on Appearance Than Performance	0	0.0%	1	0.7%
	More Emphasis on Performance Than Appearance	0	0.0%	0	0.0%
	Others or Can't Tell	47	17.6%	32	16.9%

## Tables

There was no significant gender difference ( $\chi^2=2.915, p = \text{n.s.}$ ) in uses of tables. Though 51.3% of news for women's basketball contained tables for information, winning men's 42.4%, more than half (62.7%) of which contained only two or fewer kinds of information. Also, the average table size of women's basketball was also smaller, implying that women's news articles contain less information than men's news articles (See Table 10).

Table 10. Uses of Tables on the Jones Cup Men's Basketball and Women's Basketball Coverage.

		Men's		Women's	
Use of Table(s)	Yes	109	42.4%	59	51.3%
	No	148	57.6%	56	48.7%
	Total	257	100%	115	100%
		(Average Table Size)		(62.96 cm <sup>2</sup> )	
Levels of Information in Tables	One Type of Contents Only	22	20.2%	3	5.1%
	Two Types of Contents	40	36.7%	34	57.6%
	Three Types of Contents	26	23.9%	19	32.2%
	Four or More Types of Contents	21	19.2%	3	5.1%
	Total	109	100%	59	100%

*Note:* Levels of information were defined by the number of types of content provided in the tables with the types in tables including "team/ personal score," "team/ personal performance statistics in a single game," "team/ personal performance statistics in previous games" and "game schedule."

### Story Type

News coverage for men and women's basketball showed no difference ( $\chi^2=.665$ ,  $p = \text{n.s.}$ ) in story type with almost equal proportion in the straight news and feature story (see Table 11). However, for the commentary which was excluded from the samples in the current study, significant gender difference existed as men's basketball was strongly emphasized. Out of the 36 pieces of commentary by the critics, 31 pieces of which were for men's basketball and only 5 were for women; out of the 24 pieces of commentary by the fans, 21 were for men's basketball and only 3 were for women's basketball.

Table 11. Story type of the news articles on the Jones Cup Men's Basketball and Women's Basketball Coverage.

	Men's	Women's	Total
Straight News	155 60.3%	69 60%	224
Feature Story	102 39.7%	46 40%	148
Total	257 100%	115 100%	372

### Main Content

The results showed no gender difference in regards of main content ( $\chi^2=.379$ ,  $p = \text{n.s.}$ ). For the news coverage directly related the game on the previous day, both men's basketball and women's basketball were presented in similar proportion of story types. For the news irrelevant to the game on the previous day, it is worth noting that there was no news coverage of women's basketball for technical analysis though there was only 2.3% of men's basketball news in this regard, which indicated that professional information on women's basketball might be insufficient (see Table 12).



Table 12. Main Content on the Jones Cup Men's and Women's Basketball Coverage.

		Men's		Women's	
Directly Related To the Game on the Previous Day	Game Report/ Records	132	51.4%	56	48.7%
	Game Forecast	11	4.3%	6	5.2%
	Commentary For the Game	6	2.3%	1	0.9%
	Others	2	0.8%	0	0.0%
	Subtotal	151	58.8%	63	54.8%
Irrelevant To the Game on the Previous Day	Technical Analysis	6	2.3%	0	0.0%
	Player Feature Story/ Status	75	29.2%	40	34.8%
	Promotion For the Game	5	1.9%	6	5.2%
	personnel/ game affairs	3	1.2%	0	0.0%
	Other Issues	17	6.6%	6	5.2%
	Subtotal	106	41.2%	52	45.2%
Total		257	100.0%	115	100.0%

*Source*

There was gender difference in source presentation ( $\chi^2=5.979, p < .05$ ). Similarly, most of news articles on both genders used one source in a news article, mainly from players or coaches (see Table 13). However, 42.6% of women's basketball news relied on two sources, more than men's basketball news by 10.6%, indicating that women's news articles were more often included with more sources. However, the source origin has shown no gender difference since news for both genders use *coaches* and *players* as information sources.

Table 13. Source Presentation and Source Origins on the Jones Cup Men's Basketball and Women's Basketball Coverage.

	Men's		Women's		Total	
One Source	173	67.3%	64	55.7%	237	63.7%
Two Sources	82	32.0%	50	42.6%	132	35.5%
Three Sources	2	0.7%	1	0.9%	3	0.8%
Total	257	100.0%	115	100.0%	372	100.0%

### Tone

In the current study, presentation of tones in sports news has shown significant gender difference ( $\chi^2=8.820, p < .01$ ). Women's basketball received more positive coverage (55.7%) than men's basketball (47%) while more negative coverage were for men's basketball (21%) in comparison with women's 8.7%, implying that women's basketball was covered with positive image more often than men's basketball (see Table 14).

With regards to the gender difference on the tone of news among three newspapers respectively, significant gender difference was not found (*Apple Daily*:  $\chi^2=2.332, p = n.s.$ ; *Liberty Times*:  $\chi^2=3.024, p = n.s.$ ; *United Daily*:  $\chi^2=2.961, p = n.s.$ ).

Table 14. Tones on the Jones Cup Men's Basketball and Women's Basketball Coverage.

	Men's		Women's		Total	
Positive	121	47%	64	55.7%	185	49.7%
Negative	54	21%	10	8.7%	64	17.2%
Neutral	82	32%	41	35.6%	123	33.1%
Total	257	100.0%	115	100.0%	372	100.0%

*Performance Emphasis*

Generally, the news coverage of both genders showed no difference ( $\chi^2 = 1.498, p = \text{n.s.}$ ) in emphasis on individual or teamwork. As Table 15 shows, news coverage for women’s basketball contained more performance emphasis on individual than teamwork (47.8% v. 40.0%), while men’s basketball on the contrary (42.0% v. 46.7), showing that women’s individual performance was slightly more emphasized than men’s while men’s teamwork performance was slightly more emphasized than women’s.

Table 15. Performance Emphasis on the Jones Cup Men’s Basketball and Women’s Basketball Coverage.

	Men’s		Women’s		Total	
Individual	108	42.0%	55	47.8%	163	43.8%
Teamwork	120	46.7%	46	40.0%	166	44.6%
Not Identified	29	11.3%	14	12.2%	43	11.6%
Total	257	100.0%	115	100.0%	372	100.0%

*Emphasis on Gender Features*

From the headline of the news coverage, the difference of the gender features for both genders was found ( $\chi^2 = 38.730, p < .01$ ) though most of the headlines did not contain description of gender features. For women’s basketball, 24.3% of news articles were included with feminine features description in headline, indicating that the editor tended to link the news with women’s socially-constructed features when writing the title for women’s basketball. In addition, about 5% of the news articles for both men’s basketball and women’s basketball respectively contained masculine feature description in the headline, showing that sports performance is unavoidably

linked with masculine features.

Table 16. Emphasis on Gender Features in the Headline on the Jones Cup Men's Basketball and Women's Basketball Coverage.

	Men's		Women's		Total	
With Masculine Features	13	5%	6	5.3%	19	5.1%
With Feminine Features	0	0%	28	24.3%	28	7.5%
No Gender Features Described	244	95%	81	70.4%	325	87.4%
Total	257	100%	115	100.0%	372	100.0%

Further analyses across newspapers were conducted and significant gender differences were found in all the three newspapers (*Apple Daily*:  $\chi^2=10.909, p < .05$ ; *Liberty Times*:  $\chi^2=8.556, p < .05$ ; *United Daily*:  $\chi^2=6.429, p < .05$ ). In all the newspapers, feminine features were never emphasized in the headline of men's basketball news. In addition, in the news with emphasis on gender features, feminine features were used much more than masculine features in women's basketball news.

#### *Ambivalence*

There was no gender difference in ambivalence ( $\chi^2=.068, p = n.s.$ ). Around 30% of the news coverage for both genders included the application of ambivalence (see Table 18).

Table 17. Emphasis on Gender Features in the Headline on the Jones Cup Men's Basketball and Women's Basketball Coverage in the Three Newspapers.

Size Categories	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>		Total	
	Men's	Women's	Men's	Women's	Men's	Women's	Men's	Women's
With Masculine Features	8 100%	3 25%	2 100%	1 8.3%	3 100%	1 14.3%	13 100%	5 16.1%
With Feminine Features	0 0%	9 75%	0 0%	11 91.7%	0 0%	6 85.7%	0 0%	26 83.9%
Total	8 100%	12 100%	2 100%	12 100%	3 100%	7 100%	13 100%	31 100%
	20		14		10		44	

Table 18. Application of Ambivalence on the Jones Cup Men's Basketball and Women's Basketball Coverage.

Ambivalence	Men's		Women's		Total	
	Yes	No	Yes	No	Yes	No
Yes	77	30%	36	31.3%	113	30.4%
No	180	70%	79	68.7%	259	69.6%
Total	257	100.0%	115	100.0%	372	100.0%

### *Attribution*

For both genders, the attribution occurred in about 50% of the news coverage. There was no gender difference in attribution in the sampled news coverage when the reported team won the game ( $\chi^2 = .001, p = \text{n.s.}$ ). Under the circumstance of winning, nearly 90% of the news articles for both genders attributed the victory to self competence, recognizing the performance of the reported team, showing no gender bias in this regard (see Table 19).

Slight gender difference occurred in statistics when the reported team lost the game. For men's basketball, more news articles attributed the failure to the self incompetence of the reported team than that for women's basketball (49.2.7% V.S. 47.4%). 50.8% of news articles for men's basketball focused the performance to the opponent while 52.6% of women's basketball news did so (see Table 19). However, through chi-square analysis, the gender was not correlated to attributions ( $\chi^2 = .040, p = \text{n.s.}$ ). The failure attribution here implies that for both genders, the news coverage tended to shift the blame of failure of the reported team to the opponent, but the news articles on women's basketball were slightly more obvious than men's basketball in this regard.

Table 19. Application of Attribution on the Jones Cup Men's Basketball and Women's Basketball Coverage.

		Men's		Women's	
When the Reported Team Won the Game	Attributed to Self	58	89.2%	34	89.5%
	Competence	(22.6%)		(31.3%)	
	Attributed to Luck/ Others'	7	10.8%	4	10.5%
	Incompetence	(2.7%)		(3.5%)	
	Subtotal	65	100.0%	38	100.0%
		(25.3%)		(34.8%)	
When the Reported Team Lost the Game	Attributed to Self	30	49.2%	9	47.4%
	Incompetence	(11.7%)		(7.8%)	
	Attributed to Others' Luck/ Other's	31	50.8%	10	52.6%
	Competence	(12%)		(8.7%)	
	Subtotal	61	100.0%	19	100.0%
		(23.7)		(16.5)	
	Subtotal	131		58	
		(51%)		(50.4%)	
	Total	257		115	
		(100%)		(100%)	

#### *Formulae of Exclusion*

For formulae of exclusion, no significant gender difference was shown ( $\chi^2 = .705$ ,  $p = n.s.$ ). However, as Table 20 reveals, women's basketball received more news coverage with exclusion than men's basketball by 5%, indicating that the news coverage was slightly more lenient and less critical for women's performance and gave more excuses for the mistakes that the female basketball players made.

Table 20. Application of Formulae of Exclusion on the Jones Cup Men’s Basketball and Women’s Basketball Coverage.

		Men’s		Women’s		Total	
Formulae of Exclusion	Yes	34	13.2%	21	18.3%	55	14.8%
	No	223	86.8%	94	81.7%	317	85.2%
	Total	257	100.0%	115	100.0%	372	100.0%

#### Gender-Marking

Results have identified the presence of significant gender difference in gender marking ( $\chi^2 = 97.695, p < .01$ ). For women’s basketball, 45.2% of news articles were marked with “female” or other wordings related to the female in the title, while only 4.3% of men’s basketball news articles were gender-marked (see Table 21).

Table 21. Application of Gender Marking on the Jones Cup Men’s Basketball and Women’s Basketball Coverage.

		Men’s		Women’s		Total	
Gender-marking	Yes	10	4.3%	52	45.2%	62	16.9%
	No	247	95.7%	63	54.8%	310	83.1%
	Total	257	100.0%	115	100.0%	372	100.0%

Further analyses across newspapers were conducted and significant gender difference was found in all the three newspapers (*Apple Daily*:  $\chi^2 = 35.360, p < .05$ ; *Liberty Times*:  $\chi^2 = 24.697, p < .05$ ; *United Daily*:  $\chi^2 = 39.219, p < .05$ ). In all the three



newspapers, men’s basketball news was seldom gender-marked while nearly half of the women’s basketball news was gender-marked (see Table 22).

Table 22. Application of Gender Marking on the Jones Cup Men’s Basketball and Women’s Basketball Coverage in the Three Newspapers.

Gender-Marking	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>		Total	
	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s
Yes	5 4.5%	22 41.5%	5 6%	15 45.5%	0 0%	15 51.7%	10 4%	52 45.2%
No	105 95.5%	31 58.5%	78 94%	18 54.5%	64 100%	14 48.3%	247 96%	63 54.8%
Total	110 100%	53 100%	83 100%	33 100%	64 100%	29 100%	257 100%	115 100%
	163		116		93		372	

### *Infantilization*

Results have identified the presence of significant gender difference in infantilization with ( $\chi^2 = 34.804, p < .01$ ) in that 27.8% of women’s basketball news articles were included with the application of infantilization for the naming or description for female basketball players, while only 6% of men’s basketball news articles were found with the application of infantilization (See Table 23).

Table 23. Application of Infantilization on the Jones Cup Men’s Basketball and Women’s Basketball Coverage.

	Men’s		Women’s		Total	
Infantilization	Yes	15 6%	32 27.8%	47 12.6%		
	No	242 94%	83 72.2%	325 87.4%		
	Total	257 100%	115 100.0%	372 100.0%		

Further analyses across newspapers were conducted and significant gender difference on infantilization was found in *Apple Daily* ( $\chi^2=18.892, p < .01$ ) and *Liberty Times* ( $\chi^2=14.594, p < .01$ ), while no significant gender difference on infantilization was found in *United Daily* ( $\chi^2=2.225, p = n.s.$ ). However, in all the three newspapers, men’s basketball players were seldom infantilized while nearly three-quarter of the women’s basketball players were infantilized in news in average (see Table 24).

Table 24. Application of Infantilization on the Jones Cup Men’s Basketball and Women’s Basketball Coverage in the Three Newspapers.

Infantilization	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>		Total	
	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s
Yes	4 3.6%	14 26.4%	6 7.2%	12 35.3%	5 7.8%	5 18.5%	15 6%	32 27.8%
	106 96.4%	39 73.6%	76 92.8%	22 64.7%	60 92.2%	23 81.5%	242 94%	83 72.2%
Total	110 100%	53 100%	82 100%	34 100%	65 100%	28 100%	257 100%	115 100%
	163		116		93		372	

### Sexualization

Results had identified the presence of significant gender difference in sexualization ( $\chi^2 = 15.215, p < .01$ ). In 10.4% of news articles on women's basketball, the reported subject was portrayed with sexualized terms and images, while only 1.9% of news articles on men's basketball were found with the application of sexualization (Table 25).

Further analyses across newspapers were conducted and significant gender difference on sexualization was found in *Apple Daily* ( $\chi^2 = 6.920, p < .01$ ) and *Liberty Times* ( $\chi^2 = 7.516, p < .01$ ), while no significant gender difference on sexualization was found in *United Daily* ( $\chi^2 = 2.332, p = n.s.$ ). However, in all the three newspapers, men's basketball players were seldom sexualized while nearly 90% of the women's basketball players were sexualized in news in average (see Table 26).

Table 25. Application of Sexualization on the Jones Cup Men's Basketball and Women's Basketball Coverage.

		Men's Basketball		Women's Basketball		Total	
Sexualization	Yes	5	1.9%	12	10.4%	17	4.6%
	No	252	98.1%	103	89.6%	355	95.4%
	Total	257	100.0%	115	100.0%	372	100.0%

Table 26. Application of Sexualization on the Jones Cup Men’s Basketball and Women’s Basketball Coverage in the Three Newspapers.

Sexualization	<i>Apple Daily</i>		<i>Liberty Times</i>		<i>United Daily</i>		Total	
	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s	Men’s	Women’s
Yes	2	6	0	3	3	3	5	12
	1.8%	11.3%	0%	8.8%	4.6%	10.7%	1.9%	10.4%
No	108	47	83	31	62	25	252	103
	98.2%	88.7%	100%	91.2%	95.4%	89.3%	98.1%	89.6%
Total	110	53	83	34	65	28	257	115
	100%	100%	100%	100%	100%	100%	100%	100%
	163		117		93		372	

Overall, the gender differences for men’s and women’s basketball in newspapers have decreased. Some categories, especially those related to quantity, showed no significant gender difference, contradicting with the results from many past studies. The results in the current study proved that there has been improvement for women’s basketball news in the “amount,” “size,” “placement,” “story type,” “performance emphasis,” “uses of tables,” “ambivalence” and “attribution” with insignificant gender differences. For “source” and “tone,” news for women’s basketball was even examined to contain more information and more positive images with significant gender difference.

Some other categories showed similar gender differences to the past research. In “photograph presentation,” for “capture frame emphasis of the photo,” significant gender difference existed when women’s news was more likely to be described with the emphasis on the appearances only. Most evident gender differences occurred in

the categories related to the approaches of symbol dominance, including “gender-marking,” “infantilization” and “sexualization,” which still existed in women’s basketball news with significant gender differences comparing to men’s basketball news. See Table 27 for the summary of overall findings.

Table 27. Summary of Overall Findings.

	Statistical Tests for Gender Difference
Amount	n.s.
Size	n.s.
Placement	n.s.
Story Type	n.s.
Main Content	n.s.
Source	*
Tone	*
Performance Emphasis	n.s.
Photographs	n.s.
Photo Amount	n.s.
Photo Size	n.s.
People in the Photo	n.s.
Action in the Photo	n.s.
Camera Angle Applied of the Photo	n.s.
Capture Frame Emphasis of the Photo	*
Uses of Tables	n.s.
Table Amount	n.s.
Levels of Information in Tables	n.s.
Emphasis on Gender Features	*
Ambivalence	n.s.
Attribution	n.s.
Gender-Marking	*
Infantilization	*
Sexualization	*

#### 4.1.2 Reporting Patterns and Examples

In this section, the examples of the gendered reporting patterns are provided to show the gendered ideology presented in the Jones Cup news. In addition, the examples of the better reporting style with fair image presentation of women's basketball found in the samples are also provided to serve as the model example of fair reporting style for women sports news.

#### Gendered Reporting Patterns Identified

The gendered ideology found in the news coverage can be identified, especially with emphasis on gender features, gender-marking, infantilization or sexualization. Following are the examples in the news articles which contained gendered ideology on those categories with gender difference.

##### *Stronger Emphasis on Gender Features*

According to the results from the current study, most of the news articles were not included with strong gender feature implication and most of the descriptions for the performance of players of both genders are considered as neutral and appropriate without portraits of gendered stereotypes. However, in comparison, women's basketball was more likely to be covered with feminine features with wordings such as “*pretty/ beautiful* (漂亮/美/艷),” “*charming* (嬌),” “*hot* (辣),” “*nice-shaped* (窈窕),” “*cute* (卡哇伊),” or “*sweet* (甜).”

For example, an article (2007/7/12 on *Apple Daily* D2 section, see Figure 1) with the title of “*11 nice-shaped Australian girls all get scores* (窈窕澳洲妹，11人上場都得分),” uses the wording “*nice-shaped* (窈窕)” which is especially for describing women with good figure in Chinese only. In another example, the female's role as a mother, one of the traditional stereotypes for women, was pointed out in the caption

of the photograph in the news article as “*Broagan (translated) of Australia was here in Taiwan at the age of 19 for the first time. Now she is the mom of two kids this time, with great performance unchanged* (澳洲隊布洛根 19 歲第一次來台，再度登台已是兩個兒子的媽，身手不減當年。)” (2007/7/14 on Apple Daily D3, see Figure 2). Both the examples above were demonstrated with emphasis on female features first and followed by the players’ performance.

### *Gender-Marking*

In the current study, the examination of application of gender marking focused on the titles only. Great gender difference existed in this regard while nearly half of the news coverage for women’s basketball was gender-marked in the title. The gender ideology shown by the application of gender-marking was mainly demonstrated in the wordings and the application of infantilization was also included.

The wordings of gender-marking with gendered ideology included “*sister (姐/妹)*,” “*chic (妞)*,” “*girl baby (娃)*” etc. In many news articles, the nationality and the gender the female were combined together. For example, “*kimchi girl (泡菜妹)/ Korean girl (高麗妹)*” was referred to the Korean women basketball team, “*sakura girl (櫻花妹)/ Japanese girl (日本妹)*” for the Japanese women basketball team, “*long-legged girl (長腿妹)/ Australian girl (澳妹)*” for the Australian women basketball team, and “*Taiwanese girl (台妹)*.” The word “*girl (妹)*,” with the actual meaning as “younger sister” in Chinese, not only gender-marked but also infantilized the reported female players, showing gendered ideology.

There was also the application of gender-marking which is considered as proper and better in presenting women’s basketball. The examples of the better reporting patterns with gender-marking will be elaborated in the later section of the current study.

### *Infantilization*

Over one-quarter of the news coverage for women's basketball contained wordings with infantilization. Examples are “*younger sister* (妹),” “*chic*(妞),” “*teenage girls* (少女),” or “*baby* (寶貝),” “*girl baby* (娃)” etc. In addition to the examples of the combined applications of gender-marking and infantilization listed out in the last paragraph, more examples are as follows. In the article titled as “*Taiwanese girls couldn't stand for kimchi girls' hotness* (泡菜妹嗆辣 台妹難招架)” (2009/7/15 on *Liberty Times* S4, see Figure 3), both the Chinese Taipei and Korean women teams were infantilized. In another news article titled as “*Japanese and Korean charming girl babies are very cute* (日韓嬌娃 超卡哇依)” (2009/7/14 on *Liberty Times* S4, see Figure 4), the two female players were infantilized with the description of “*cute* (卡哇依)” and the calling of “*charming girl babies*(嬌娃).”

### *Sexualization*

From the results of the current study, sexualization of women basketball players may not be a serious problem. However, the news articles with sexualization in women's basketball news were still 10 times more than that in men's. In news with sexualization, the nice appearance, body figure, or attires are emphasized and praised. Also, the wordings to describe how attractive the player was, such as “*sexy* (性感)” or “*beautiful* (漂亮),” were used.

For examples, one news article (2007/7/12 on *Apple Daily* D2, see Figure 1) referred to the tight jerseys on the Australian female players as “*sexy*” and the players were described as “*nice-figured* (窈窕)” and called as “*pretty younger sisters with long legs* (長腿美眉).” In the news article mentioned earlier with the title of “*Japanese and Korean charming girl babies are very cute* (日韓嬌娃 超卡哇依)” (2009/7/14 on *Liberty Times* S4, see Figure 4), the appearances of the two female



players were emphasized throughout the whole article with the description such as, “(The two female players) are popular for their attractive appearances and become the ‘attraction’ of the game this year. (都因外型亮麗深受球迷喜愛，也是今年比賽的「嬌點」。)。” Another news article (2007/7/15 on *Liberty Times* B10, see Figure 5) compared the game between the U.S. and Korea women teams as “*Coyote Ugly V.S. My Sassy Girl* (女狼俱樂部 V.S.我的野蠻女友),” saying that “In addition to the competition on skills, the two major female players were also contesting their beauty. (兩隊當家花旦除了拼球技外，也不忘爭艷比美)” and describing the game as the “*alternative women’s war* (另類的女人戰爭).”

In addition to emphasize the positive image of women in appearances, the negative image of women in appearances was also emphasized with the approach of sexualization. The nicknames such as “*Kingkong* (金剛)” (2009/7/17 on *United Daily* B4, see Figure 5) or “*Old Monster* (老妖怪)” (2009/7/16 on *Apple Daily* D4) were used in the news to emphasize the figure and the age of the female players respectively. Though the gender was not emphasized, the negative naming with mocking sense showed the gender ideology that women should be with slimmer figure and the age was emphasized for women only. Though the sports performance was emphasized, the potential discrimination on women was still embedded in the news coverage.

In the above mentioned examples, women players were gender-marked, infantilized or sexualized with their feminine features, appearances, or body figures being greatly emphasized, showing application of gender ideology in the news articles on the Jones Cup. In order to highlight the problem of gendered news for women’s basketball, the examples of the more fair news for men’s basketball are provided as follows.

In men's basketball news coverage, emphasis on gender features, gender-marking, infantilization and sexualization seldom existed while the focus of the news mostly maintained on the sports performance of one certain player, more than one players, or the whole team in all the three newspapers (For examples, please refer to Figure 7, Figure 8 and Figure 9). Even the Chinese Taipei National Men's Basketball lost the game, the focus maintained on the sports performance, rather than other attributions. For example, in one news article (2009/07/22 on *Apple Daily* D3, see Figure 10), the focus was on the lack offense rebound of the team and the sports performance of the whole team was emphasized. In men's basketball news, the approach of gender-marking was not usually applied and those news articles with "gender-marking" usually applied neutral wordings or had the gender marked in the logo like the news article in Figure 11 (2009/07/23 on *Apple Daily* D2). *Sexualization* seldom occurred; even it occurred, the sports performance remained as the focus as the news article in Figure 12 (2009/07/25 on *Liberty Times* B4). In addition, in comparison with women's basketball news, men's basketball was more often to be covered with the extensive theme, like the "critics' words" or "fans' words" (For example, please refer to Figure 13). Though these kinds of news articles were excluded from the samples of the current study for further analysis, however, the amount was estimated to greatly outnumber those for women's news.

### **More Balanced Reporting Patterns for Women's Basketball News**

Although there were many examples of the gendered reporting patterns in the news articles on women basketball players in the Jones Cup, the better reporting patterns with fair image presentation of the female players were also identified.

One principle was consistently followed by all the news articles with the better reporting patterns; that is, the sports performance should also be emphasized even

with the application of gender ideology. The following are the examples of the news articles on women's basketball with the better reporting patterns without gender bias or with fair sports presentation of the women basketball players, which may serve as the model for news coverage in the future.

### *Less Emphasis on Gender Features*

In those news articles with the better reporting style, which the feminine features were presumed as necessary or the focus of the news, sports performance of the reported subject would also be emphasized in order to avoid gender bias or elimination of women's achievement in sports.

For example, in the news article titled with “*With colored nails, Wu is with good fortune in shooting* (指甲上色，吳旻芳好手氣)” (2008/7/21 on *Liberty Times* S4, see Figure 14), both the focus of the attire of the female player and good performance in shooting were emphasized, thus presenting the performance of the player as well, instead of becoming the news article with gendered implication only.

### *Alternatives for Gender-Marking*

In terms of gender-marking, neutral wordings or polite wordings with respect were used in the better reporting style. Examples included “*women's basketball* (女籃),” “*madam* (妹),” “*heroines* (群雌),” “*women soldier* (女將),” “*queen's crown* (后冠)” etc. One good example is the news article titled as “*Beyond the heroines, Taiwan Blue Team ranks as the 2<sup>nd</sup>* (傲視群雌 台灣藍居亞)” (2007/7/18 on *Liberty Times* B8, see Figure 15), in which the wording “*heroines*” showed respect for the women players and achievement that they made.

In addition to the application of gender-marking in the wording, it is also found that women's basketball was gender-marked in a logo or a sign marking the border of

the page placement. For this kind of application, the title and the reporting style were mostly neutral while only the logo or the sign helped readers identify that the news was about women's basketball. In this circumstance, the application of emphasis on feminine features, infantilization or sexualization is avoided and the possibility for being embedded with gender ideology is greatly reduced; thus, the reporting pattern is identified as better in the current study.

#### *Avoidance of Infantilization*

In comparison with the infantilized news article with the title as “*Taiwanese girls couldn't stand for kimchi girls' hotness* (泡菜妹嗆辣 台妹難招架)” (2009/7/15 on *Liberty Times* S4, see Figure 3) in *Liberty Times* provided earlier in the current study, the other two newspapers were with the better reporting style in covering the same game. The news article in *United Daily* was titled with “*With poor defense against South Korea, our national team has to fight hard against Japan* (守不住南韓，我力拼日本)” (2009/7/15 on *United Daily* B4, see Figure 16) and the news article in *Apple Daily* was titled with “*Losing Korea, Chinese Taipei will fight against Japan today to get in to the finals* (輸韓擺一邊，中華今拼日，搶決賽權)” (2009/7/15 on *Apple Daily* D4, see Figure 17).

The wordings in both news articles were more neutral without gender-marking or infantilization and with more emphasis on the following game, thus avoiding gender ideology and focusing more on the game.

#### *Performance Emphasis, Despite Sexualization*

With the principle of emphasizing sports performance even with the application of gender ideology, the better reporting style was identified even with the application of sexualization. In the news article titled as “*Beautiful kimchi girl, Kim scored for 19*

*points* (超正泡菜妹 金恩慧飆 19 分)” (2007/7/14 on Apple Daily S3, see Figure 18), the appearance and performance of the women player were both emphasized. In another news article titled as “*Australian sweet girl was awarded as MVP* (澳洲甜姐兒 獲選大會 MVP)” (2007/7/18 on Apple Daily D2, see Figure 19), sports performance of the reported player was elaborated as “*She was in the Australian National Team which won the championship of World Tournament last year. Being tough on the basketball court, her field goal percentage is as high as 55% with destructive power in the zone* (她是去年澳洲隊是在世界錦標賽奪冠的成員之一，她在球場上球風凶悍無比，2 分球命中率高達 55%，禁區殺傷力太強。)

Though it is impossible to rule out all the application of gender ideology, however, there were still news articles with the better reporting patterns still presenting fair image for women basketball players, which may serve as the model for news coverage in the future.

# 窈窕澳洲妹 11人上場都得分

【黃建仁／台北報導】半國家隊陣容應戰的澳洲隊，昨天輪番上陣以120比59輕取日本隊，上場11位球員都有得分紀錄，澳洲隊是去年世錦賽冠軍，已拿下北京奧運參賽權。

## 穿貼身球衣很性感

澳洲國家隊近年來都穿著一件式的連身運動服，穿脫都由左肩的3顆鈕扣解決，澳洲球員多數體型高瘦，穿起球衣身材曲線畢露，看起來很性感，貢獻13分、5籃板和3助攻的桑默頓(Laura Summerton)說：「這套球衣很貼身，穿起來並不會感到驚

扭，主要功能是避免在場上被對手拉扯。」

桑默頓身材189公分高，體重78公斤，談到保持身材的秘訣，她說：「除了練球，平時多游泳、騎腳踏車，不吃速食店的垃圾食物。」桑默頓來自運動世家，父親183公分、踢足球，母親185公分、打籃網球(Netball)。

籃壇的重男輕女、觀眾人數落差很大的現象，在澳洲也一樣，桑默頓說：「大約是4比1吧，女子組觀眾逐漸成長中，因為我們有在WNBA的明星球員傑克森(Lauren Jackson)加持。」



■澳洲隊長腿美眉桑默頓動作敏捷，讓日本隊傷透腦筋。 郭運復攝

 澳洲	31	29	28	32	<b>120</b>	葛利瑪22分	布洛根14個	理察斯4次
節數	1st	2nd	3rd	4th	Total	得分	籃板	助攻
 日本	12	11	23	13	<b>59</b>	出岐奏23分	森5個	吉田舞4次

Figure 1. Example of the News Article with *Stronger Emphasis on Gender Features*.

# 隔15年再來台 澳洲一姐愛芒果

## 痛宰紐3連勝

【黃建仁／台北報導】

超強澳洲隊昨晚以99比52痛宰紐西蘭隊，3戰全勝，下月2日，即將過34歲生日的布洛根(Michelle Brogan)提前說出她的生日願望：「奧運、健康、快樂。」

澳洲隊去年奪下世錦賽冠軍，自動取得奧運參賽權，這屆瓊斯盃有4位球員打過世錦賽，布洛根1992年來台打瓊斯盃(亞軍)，相隔15年再來台，她說：「在台灣就超想花錢、Shopping，夜市賣的手提包好精緻，芒果也超好吃。」


## 布洛根夢想拿奧運金牌

布洛根參與3次世界錦標賽和2次奧運(1996年銅牌、2000年銀牌)，2004年起她因家庭因素退出國家隊，專心打母隊遊騎兵隊，這回瓊斯盃她重披國家隊戰袍，「這群小球員都很努力，我重回國際賽球場，還缺一面金牌，明年北京奧運金牌是我夢寐以求的目標！」她說。

澳洲隊「一姐」布洛根昨天貢獻6分、6籃板和4助攻，她單身，但有7歲和1歲的2個兒子，回憶起這兩屆瓊斯盃的差別，她說：「第1次來台，我是19歲小女生，相隔15年後，現在我是球隊的老大姊。」

■澳洲隊布洛根19歲第1次來台，再度登台已是兩個兒子的媽，身手不減當年。  
郭運復攝



 澳洲	21	23	31	24	<b>99</b>
節數	1st	2nd	3rd	4th	Total
 紐西蘭	14	19	9	10	<b>52</b>

波特 18分	藍道 7個	波多 5次
得分	籃板	助攻
柯斯 15分	渥巴頓 10個	魏爾麥特 4次

Figure 2. Example of the News Article with Stronger Emphasis on Gender Features.

# 2009 FIBA 亞太盃 泡菜妹嗆辣 台妹難招架

台灣隊李婉婷(左)上籃,南韓鄭先慈(右)不及躍起防守。(記者廖淑輝攝)

【記者葉士弘 / 台北報導】台灣隊昨天在本屆瓊斯盃預賽最後一場比賽,面對實力堅強的南韓隊,練兵意味濃厚,刻意讓新補進的世大運國手多點上場時間,保留實力準備今天的台日之戰,終場以51:67落敗,以預賽第3名進入複賽。

根據賽制,預賽1、4名與2、3名打準決賽,勝方晉級冠軍戰,台灣隊今天戰日本。

對日本攻下23分的台灣隊

劉君儀,比賽中腰部遭暗拐受傷,昨天沒有上場,教練王冷表示,既然選手有傷在身,就不要硬拼,避免傷勢惡化,也可讓新球員有上場機會,感受比賽氣氛。

新加入台灣隊的李婉婷前晚10點才回到台灣,因為時差,一直到昨天早上才睡著,體力還沒完全恢復的情況下,仍上場超過35分鐘,並有14分、9籃板的表現,她說:「全身感覺軟軟的,有這樣的表現我很意外。」

台灣隊昨天全場一路落後,偶有將比數追近至個位數,馬上又被拉開,房間策應的南韓隊老將鄭先慈17分、8助攻的表現,仍是南韓攻守重心。外線又被李妍和投進4記三分球,攻下18分,更讓台灣隊無力回天。

此外,昨天比賽台灣隊的罰球命中率只有4成2,表現荒唐走板,加上對日本1分落敗的經驗,王冷搖頭說:「只能再多督促球員。」

面對今天與日本的決賽門票之爭,教練王冷表示,台灣隊在補進新血後,人手比較充足,相信球員狀況可以回升。「只要改善得分點太少的問題,我自認有贏日本15分的實力。」她說。

→日本隊藤吉佐緒里(前)跪在地板上將球傳出,馬來西亞汪秀婷(後)抄截不及。(記者廖淑輝攝)

### 瓊斯盃女籃賽

#### 昨日戰果

日 本	87:43	馬來西亞
南 韓	87:51	台 灣

#### 今日賽程

時間	對戰組合
16:00	南 韓 VS 馬來西亞
18:00	台 灣 VS 日 本

比賽地點:新莊體育館




Figure 3. Example of the News Article with *Infantilization*.





Figure 4. Example of the News Article with *Infantilization*.

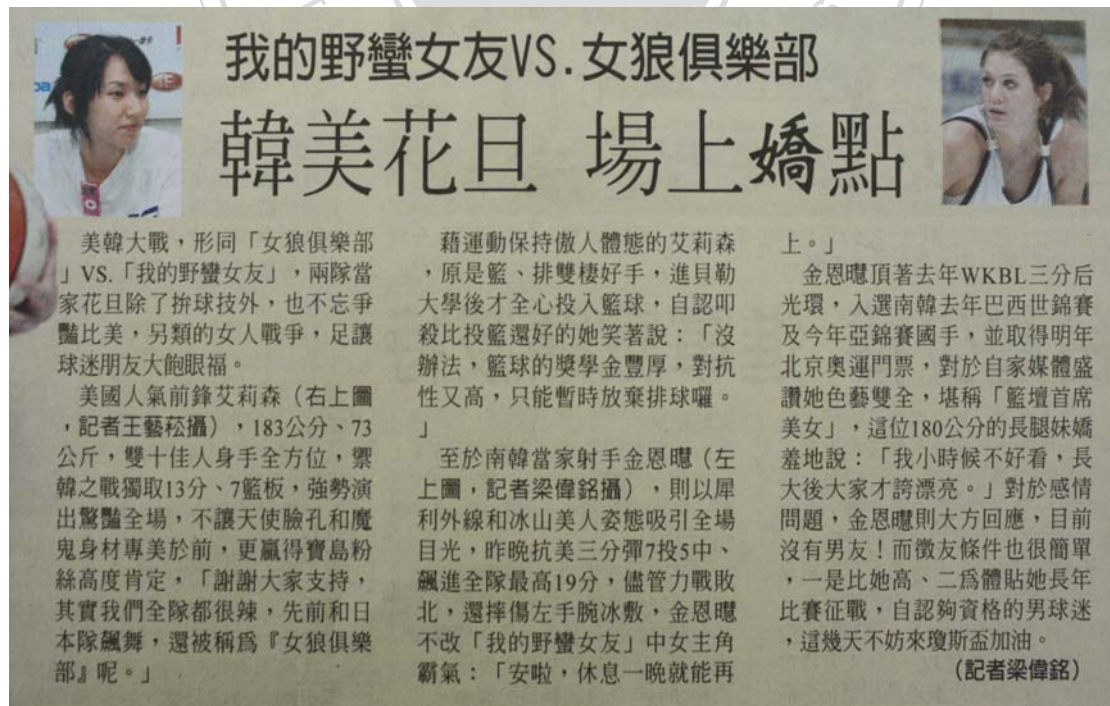


Figure 5. Example of the News Article with *Sexualization*.



Figure 6. Example of the News Article with *Negative Naming* and *Sexualization*.

### 四節得分表

第1節	12
第2節	17
第3節	17
第4節	28
總分	74

伊藤俊亮 13分  
籃板 竹內公輔 10個  
石崎巧 3次

### 球員得分表

球員	上場時間(分:秒)	得分
伊藤俊亮	10:04	0
林智傑	32:21	17
曾文鼎	28:38	11
林智豪	11:22	3
郭運復	31:25	21
郭運復	17:49	10
郭運復	29:56	6
郭運復	11:54	4
郭運復	9:02	0
郭運復	13:02	5
郭運復	4:27	0

### 今日賽程

100 哈薩克 vs 伊朗  
100 日本 vs 黎巴嫩  
100 光華 vs 南韓  
100 中華 vs 菲律賓

### 昨日戰績

光華	93-61
哈薩克	75-73
菲律賓	90-59
日本	77-74

# 射日開紅盤

## 田壘狂灌振士氣



### 瓊斯盃男子籃球賽

【陳雅仁／新莊報導】瓊斯盃男子籃球賽昨開打，中華首戰日本，「少俠」田壘腳傷未癒，臨危受命先發，獨拿21分、8籃板，3分球9投5中，率中華隊以77比74搶下首勝，田壘賽後笑得開心說：「原來要有點痛，才會準！」

前教練團大玩敢戰戰術，宣稱田壘、林志傑、張智勳、曾文鼎和吳岱豪5大主力因傷恐將缺席開幕戰，但一開賽排出先發陣容田壘、林志傑、張智勳都帶傷上陣，大夥直呼：「受騙了！」中華籃協秘書長高道普也說：「別說你們被騙，我們也被騙啦！」

### 楊敬敏第4節保勝果

田壘開賽就火力全開，第1節攻得9分，包括1次精采的雙手灌籃，High翻全場，幫助中華隊一路保持領先，最多曾領先19分。但日本絲毫沒有投降的打算，第4節後段絕地反撲，一波17比0攻勢，差距瞬間只差1分。所幸楊敬敏關鍵時刻挺身而出，連得5分，鎖住勝利。

田壘說：「我也搞不清楚，手感怎麼這麼好，在日本的東亞資格賽，我還一直投籃包！」總教練鄭光錫也稱讚球員：「這場比賽，我們的防守和保護籃板做得很好，原以為球員有傷應會受影響，結果反而打得出色。」

### 今戰菲律賓拚2連勝

上月東亞資格賽，中華慘敗12分，昨天復仇雪恥，日本教練倉石平說：「中華隊這場比賽的表現和東亞資格賽比較，有很大進步。」日本隊3天前才結束美國移地訓練，坐了16小時飛機先回日本，前晚才抵台，全隊兵疲馬困，老將折茂武彥直言：「球員狀況不佳，希望能慢慢調整回來。」

中華今晚戰菲律賓，尋求2連勝。菲律賓昨戰約旦，3大主力因參加菲律賓職籃總冠軍賽，瓊斯盃賽前才歸隊，昨天未上場，終場菲律賓以31分慘敗。總教練賈依歌(Josseller Guino)說：「還希望讓他們多休息1天，所以對中華應該不會出賽。」



### 費德金好帥 哈薩克加油

Ann 17歲學生  
其實我平常很少看籃球，這是我第一次來現場看瓊斯盃比賽，特別搭捷運轉車來新莊，看到了哈薩克的費德金，覺得他上籃好帥！之後的比賽我每一場都來看的！哈薩克加油啦！



### 欣賞卡里夫 當頭號粉絲

Ann 19歲學生  
我很喜歡籃球，從國中開始每年暑假都會看瓊斯盃，哈薩克亞13號的卡里夫是很棒的球員！第一次來台灣我就注意到他，也會主動找他聊天，他已經認識我這個頭號球迷了！



### 支持羅鈺群 認真不偷懶

小不 20歲學生  
我平常就在看SBL，今年專程來看光華隊的羅鈺群！他真的是個非常認真的球員，熱身不偷懶，努力做到教練要求。從HBL比賽新榮高中拿到冠軍那年就注意到他了，希望他好好加油！



Figure 7. Example of the News Article with Good Patterns for Men's Basketball in Apple Daily (2009/07/19 on Apple Daily D4).

# 光華隊力抗伊朗強權 台灣隊遭約旦痛宰

【本報記者 台北報導】瓊斯盃台灣隊分頭出擊，都迎戰西亞強權，程的光華放手一搏，僅小輸擁有強A球員助拳的伊朗，得到熱烈掌聲。而國家隊主力卻遭約旦痛宰逾40分，場面掃地。

光華隊昨天再度展現積極球風，與伊朗隊一路周旋，無奈最後伊朗隊現狀NBA中鋒哈達迪雙20表現，終場雖以79:88落敗，但贏得尊敬，賽後伊朗隊總教練麥提區主動向光華隊總教練蔡宗樞握手致意，並恭喜光華打出一場好球。

光華隊昨天數場威魯亞與賽衛是軍，全場投進13記三分球，並有11次抄截，造成對手19次失誤，都是光華得以與伊朗拉鋸全場主因，無奈擋不住伊朗中鋒哈達迪與前鋒巴拉米，兩人合力攻得61分。第二節末段遭伊朗一波13:2攻勢拉開比數，無力回天。

對於子弟兵表現，總教練蔡大宗十分滿意，表示光華隊用智慧打出好球，希望每場比賽都有這樣的表現，攻下全隊最高16分的陳順祥則遺憾地說：「一開始就設定要以快制高，只可惜經驗不足，應更積極處理不當，導致輸球。」

日前也演出雙20佳釀四連勝的光華隊將轉鋒，面對218公分的哈達迪擊響在「2種」進攻，笑著說：「他真的好高啊！」

伊朗隊教練麥提區用不顯赫讚光華隊表現，並表示伊朗隊在全員到齊下，受到光華隊擊退，也打出好球，對全隊經驗提升有很大幫助。

台灣隊離傷兵陸續歸隊，但前3場引以為傲的外線學問不再，首節不到3成的命中率，僅攻下9分，反觀約旦攻下29分，勝負在首節就已分曉，尤其內線卡位禁不起考驗，制空權盡失，被客隊予取予求，終場台灣隊以64:111慘敗，輸了近50分。



瓊斯盃男籃賽				
昨日戰果				
黎巴嫩	77	79	埃及	85
日本	87	85	菲律賓	88
伊朗	88	79	光華	88
約旦	111	64	台灣	64
今日賽程				
時間	對戰組合		直播	
13:00	日本	VS	伊朗	網
15:00	南韓	VS	約旦	電視轉播
17:00	光華	VS	哈達迪	電視轉播
19:00	黎巴嫩	VS	菲律賓	電視轉播
比賽地點：新莊體育館				
瓊斯盃戰績表 (7/21止)				
國家	應賽	已賽	勝	敗
南韓	8	3	3	0
約旦	8	3	3	0
台灣	8	4	3	1
黎巴嫩	8	4	3	1
伊朗	8	3	2	1
日本	8	3	1	2
菲律賓	8	4	1	3
埃及	8	4	0	4

Figure 8. Example of the News Article with Good Patterns for Men's Basketball in Liberty Times (2009/07/22 on Liberty Times S4).



Figure 9. Example of the News Article with Good Patterns for Men's Basketball in United Daily (2009/07/25 on *United Daily D4*).

D3 籃球火 二〇〇九年七月二十二日 星期三 農曆己丑年六月初一日

# 恥0進攻籃板 中華慘輸47分

【蔡裕隆／新莊報導】中華男籃昨天在今年瓊斯盃首度碰上西亞勁旅，同時也是尋求瓊斯盃3連霸的約旦，因制空權盡失，加上投籃命中率不佳，以64：111終止開賽3連勝氣勢，並寫下本屆迄今單場最多輸分敗戰。

中華隊籍教練鄒光顯賽後對慘敗結果很失望，未出席記者會，不過在離開球場時，他說：「這場比賽完全出乎我預料之外，防守都失控，一切都未按照賽前沙盤推演，有戰意識也不如對手。」

## 約旦教頭吃驚贏這麼多

中華隊籃板以15：60陷劣勢，更創下單場0進攻籃板的難堪紀錄。投籃命中率也低至只有3成3。由於中華隊此役前3連勝，約旦教練帕那(Mario Palma)有備而來，帕那說：「我盯準球員，中華隊3連勝首節進攻得很強勢，我們一定要從開賽即壓對手手感。」

帕那並對於中華隊驚天走板的表現，他也吃驚：「我不知道中華隊發生什麼事，過去我們和中華隊交手都不打，此役中華隊明顯

西亞球隊在進入21世紀後，紛紛在亞洲籃壇崛起，中華隊夾在東亞傳統強權中國、南韓與西亞強豪之間，昔日4強地位已不保，名次也直直落，能夠保8已屬不易，台灣球迷也知道西亞球隊並非弱者。昨天中、約之戰即吸引逾2000位球迷觀戰，票房號召力直追中華隊出戰日、韓、非比賽。

中華隊在上屆亞錦賽最後一戰即是和約旦爭第5名，當時以74：97慘敗，不過好歹撐完上半場只落後10分，且全場投籃命中率還有4成7，亦投進10記三分球，昨天兩軍再度交手，中華首節即落後達20分，第4節更慘輸至47分。

圖：中華隊慘敗，球員個個神情沮喪。◎郭運復攝

圖：吳岱毅(中)全場僅拿下10分，卻是中華全隊得分最高的球員。◎郭運復攝

## 今日賽程

13:00 日本vs. 伊朗  
 ★15:00 南韓vs. 約旦  
 ★17:00 光華vs. 哈薩克  
 ★19:00 黎巴嫩vs. 菲律賓

註：可現場購票，1樓特A區票500元，2樓特區票300元，2樓普通區150元。

## 昨日戰績

黎巴嫩 77:73 哈薩克  
 日本 87:85 菲律賓  
 伊朗 88:79 光華  
 約旦 111:64 中華

## 各隊戰績排名

排名	球隊	勝	負
1	南韓	3	0
1	約旦	3	0
3	中華	3	0
3	黎巴嫩	3	0
5	伊朗	2	1
6	日本	1	1
7	菲律賓	1	1
8	光華	0	3
8	哈薩克	0	3

## 四節得分表

節數	約旦	中華
第1節	29	11
第2節	32	11
第3節	23	23
第4節	27	14
<b>總分</b>	<b>111</b>	<b>64</b>

艾索斯22分 得分 吳岱毅11  
 伊斯蘭19個 籃板 田慶4個  
 艾那加爾7次 助攻 陳世忠3

## 球員得分表

球員	上場時間(分:秒)
陳世忠	17:04
楊敬敏	21:27
張智峰	17:04
吳岱毅	13:58
田慶	13:15
蔡文誠	19:44
李學林	22:56
陳子威	17:06
林志偉	12:56
許致強	13:42
吳建龍	24:30
李龍永	06:18

Figure 10. Example of the News Article with Good Patterns for Men's Basketball.

# 小飛人張宗憲狂砍28分 光華開胡

**今日賽程**

3:00 哈薩克 vs 日本  
5:00 伊朗 vs 約旦  
7:00 菲律賓 vs 南韓  
9:00 中華 vs 黎巴嫩

地點:台北縣新莊體育館  
★ESPN  
現場購票, 1樓特A區票  
元, 2樓特區票300元, 2樓  
票150元

**昨日戰績**

日本	82:70
南韓	83:67
哈薩克	82:69
菲律賓	95:83

**各隊戰績排名**

球隊	勝	負
約旦	4	0
黎巴嫩	4	1
中華	3	1
南韓	3	1
伊朗	3	1
日本	1	3
光華	1	4
菲律賓	1	4
哈薩克	0	5

至7月22日止

**四節得分表**

光華	20
哈薩克	20
第1節	18
第2節	19
第3節	12
第4節	69

28分 得分 費德全25分  
6個 籃板 費德全14個  
4次 助攻 費德全3次

**球員得分表**

球員	上場時間(分:秒)	得分
陳	5:35	2
費	17:13	2
許	29:26	9
郭	23:01	10
陳	15:11	2
費	16:39	6
郭	27:05	28
郭	9:22	0
安	4:11	2
費	24:48	14
郭	27:29	7

背號排列

光華隊張宗憲(左)無懼身材高大的哈薩克隊員防守,高高起跳灌籃。(郭運權攝)

【廖柏璋／新莊報導】前晚中華隊慘輸約旦47分,不但在網站上被罵翻,也傷透台灣球迷的心,還好昨晚年輕有拼勁的光華隊重新讓我們看到希望!面對人高馬大的哈薩克,光華隊靠著侵略性的壓迫防守,搭配「小飛人」張宗憲大爆發砍28分,光華以82比69擊敗哈薩克,漂亮拿下本屆瓊斯盃首勝。

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了,不贏球对不起他。」

**被批自幹王 悶爆了**

在夏威夷檀香大學打球張宗憲,這次瓊斯盃被徵召加入光華,受到球迷高度期待,但前4場表現平平,還因出手過多被網友封為「自幹王」,讓他坦言心情「悶爆了」。

張宗憲說:「這次瓊斯盃我得失很重,一直想有表現,因為我認為得分就是一切,上了場經常只顧出手,沒看到其他隊友,但我今天有把壓力放掉,不再只想著得分,試著為隊友製造機會。」張宗憲的轉變對中華隊也是利多,因為全國籃協剛提報8月6日亞錦賽16人參賽名單(正選是12人),張宗憲是光華唯一入選球員。

**教頭雖力挺 也會盯**

雖然被批評「自幹」,但光華總教練邱大宗仍力挺張宗憲:「如果不這樣打,他就不像張宗憲了。」邱大宗比喻,張宗憲就像鉛筆最前面最尖的部份,有機會上籃當然就要上,不過邱大宗也強調不能「太誇張」,他說:「像宗憲今天有球硬上,我就念他,你是都沒看...



Figure 11. Example of the News Article with Good Patterns for Men's Basketball with *Neutral Gender-Marking*.



Figure 12. Example of the News Article with Good Patterns for Men's Basketball with *Sexualization*.



Figure 13. Example of the News Article with Good Patterns for Men's Basketball with the Extensive Theme (2009/07/21 on *Apple Daily D4*)



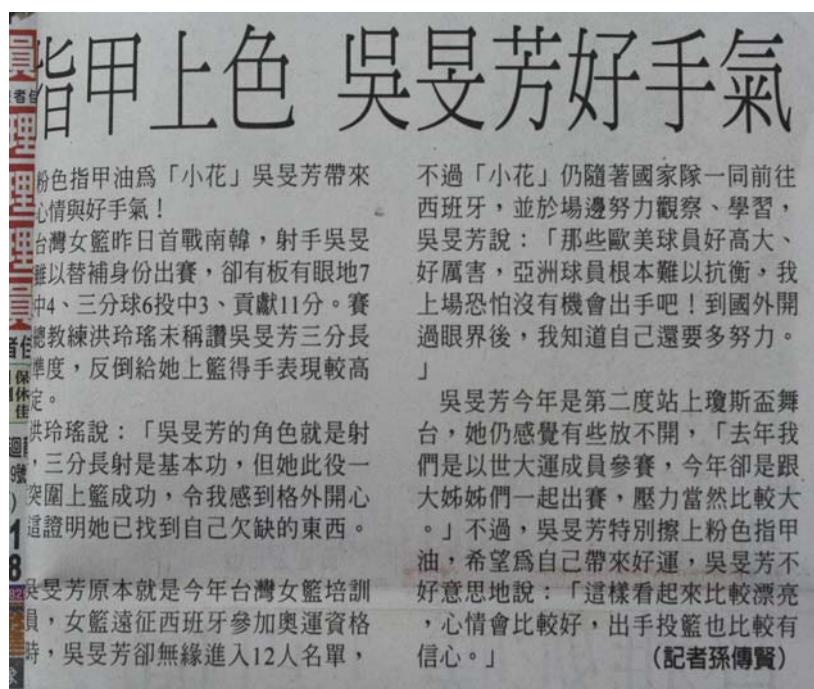


Figure 14. Example of the News Article with *Less Emphasis on Gender Features*.

# 澳視群雌 台灣藍居亞

【本報記者 莊新天 / 新莊報導】台灣女籃隊昨晚在瓊斯盃籃球邀請賽冠軍戰中，只打了14分鐘好球，第2節半段一蹶不振，最後以44：74輸給澳洲隊30分，澳洲隊首度在瓊斯盃封王，台灣藍隊名列第2。

第29屆瓊斯盃女籃賽昨晚落幕，世界盃賽冠軍澳洲女籃6戰全勝，欣欣得意，台灣藍隊4勝2負排名第2。美國隊以4勝2負，但首役輸給台灣藍隊，只排名第3。

冠軍戰一開賽，台灣女將打得很有心，鄭慧芸、林慧美、錢薇娟內外兼顧，一度超前7分，但澳洲長腿妹加防守，逐步縮小差距，首節17：16澳洲領先。

第二節前半，澳洲隊依舊找不到手感，首次出手只進1球，台灣藍隊仍以

21：18小幅超前。

沒想到接下來將近6分鐘，台灣女將9投中1，被抄3球，還換了2個火鍋，澳洲隊全力賣高，禁區內的切傳戰術難擋，外圍也有射手放冷箭，中場休息前這波15：3的攻勢，戰況大逆轉，上半場37：25澳洲隊超前12分。

## 禁區失守 我輸30分

進入第3節，澳洲女將繼續在禁區施壓，大量進攻籃板，搶得多次反撲機會，台灣藍隊一度逼近到只差10分，但馬上被澳洲隊米雪兒籃下連進3球擺脫。此後雙方差距越拉越大，第4節前5分鐘，台灣藍隊只靠林紀紋投進1球，最後以30分之差敗給澳洲隊。

澳洲隊總教練史堤玲賽後表示，雙方的差距應該沒有那麼大，但先天身

高體壯的條件差異，確實不易克服。她認為，台灣女將已打出不錯的球風。

女籃國手們打完今年最後一戰，終於得到喘息機會，長達3年的集訓和比賽期總算暫時告一段落。瓊斯盃後各自歸建，要到10月底的全運會和年底的女籃聯賽再戰。



瓊斯盃女籃賽，台灣藍隊姜鳳君（中）切入禁區重心不穩，與澳洲隊防守球員撞成一團。（記者羅沛德攝）

### 第29屆威廉瓊斯盃 女籃賽

昨日戰果

南韓	69	: 60	紐西蘭
美國	83	: 72	台灣白
澳洲	74	: 44	台灣藍

戰績排行

名次	隊伍	場數	勝	負
1	澳洲	6	6	0
2	台灣藍	6	4	2
3	美國	6	4	2
4	南韓	6	3	3
5	紐西蘭	6	2	4
6	台灣白	6	2	4
7	日本	6	0	6

Figure 15. Example of the News Article with Alternatives for Gender-Marking.

# 守不住南韓 我力拚日本

中華隊黃凡珊(左) 越過南韓隊防守，快速籃下切入。記者周余全/攝影

## 瓊斯杯

### 世大運國手歸隊 主力選手保留實力 打敗日本才有爭后機會

【記者馬鈺龍／台北報導】從落後7分到20分，中華女籃隊關鍵時刻還是守不住南韓的攻勢，在瓊斯杯預賽以51：67敗北，今天將全力打敗日本，才有爭后機會。

中華隊教練王冷表示，為了明天日本爭取決賽權，對南韓之戰沒讓鄭慧芸、劉君怡上場，「她們受傷，不要勉強上場，保留實力好好打日本。」

參加世大運的國手黃凡珊、李婉婷等人昨天歸隊，只有李婉婷跟不上比賽的節奏，攻下14分，李婉婷說：「剛加入戰局，還在適應，明天應會好得多。」

南韓隊果然打出冠軍隊氣勢，鄭先珉、錢周媛等國家隊選手，掌控住比賽節奏，中華隊在第三節一開賽，一度把比數追到30：37，只落後7分，王冷說：「但是防守一跟不上，對方外線就有空檔。」李妍和、金連珠都在三分線痛擊中華隊，第四節，中華隊最多落後到20分。李妍和個人投進4個三分球，中華隊全隊也只投進4個。

最後三分鐘，南韓換下主力球員，終場還贏了中華隊16分。南韓隊總教練林達植表示，中華隊看來不是很進入狀況，幾位主力都沒有上場，他看出來中華隊在保留實力。南韓隊靠著李妍和18分、鄭先珉、右民，17分的表現，就掌握住比賽勝利。

今天要對戰日本，王冷表示，中華隊防守不是問題，加上世大運五位國手歸隊，只要外線能發揮，今天贏日本隊不難，「至少有15分以上的優勢。」

不過，中華隊最擔心的還是罰球。王冷表示，這會是中華隊勝負的關鍵，她承認，「中華隊罰球實在太差。」昨天全隊12罰只中5，命中率低到4成2，王冷說：「等於把送上門的勝利推出去。」

「第一夫人」、「酷酷嫂」周美青昨天也在中韓戰時到場，這是她繼中華少棒隊參加世界少棒聯盟亞太區錦標賽後，再次與「中華隊」球場相見。

日本隊教練中川文一指出，今天對上中華隊不會有特別的戰術，他說：「我們隊員會全力以赴，來享受這場比賽。」

日本隊昨天以87：43輕取馬來西亞，輕鬆應戰的日本隊焦點放在今天對中華一戰，前兩戰鮮少上場的藤吉佐緒里也打了28分鐘攻下4分，藤吉是日本隊的「小甜甜」，很受球迷歡迎。

Figure 16. Example of the News Article with Avoidance of Infantilization.

中華民國九十五年五月二十三日

# 中華今拼日 輸韓擺一邊 會決賽權

璩斯亞 女子籃球賽

台北報導 璩斯亞女籃中華隊，前晚對日人應戰，昨天對劉君儀兩大主戰，中華隊繼世大剛回國的世大調5名球員入替這些「後援」時差所苦，表入狀況，導致中華51比67敗給南韓。

中華隊劉家秀左與林慧美右與南韓隊第一長河恩珠激烈爭球。郭遠復攝

中華隊李婉婷右籃下出手，南韓球員防守不及

今日賽程  
16:00 馬來西亞vs.南韓 ESPN  
18:00 日本vs.中華 直播  
比賽地點：台北縣新莊體育館

昨日戰績  
日本 87:43 馬來西亞  
南韓 67:51 中華

四節得分表

南韓	中華
19	11
16	10
11	14
21	16
<b>67</b>	<b>51</b>

李妍和18分 得分 林紀政15分  
鄭先琨8個 籃板 李婉婷9個  
鄭先琨8次 助攻 馬佑鴻9次

球員得分表

球員	上場時間(分:秒)	得分
林紀政	26:23	15
李婉婷	35:37	14
藍瑞瑋	23:25	12
陳冠君	15:37	4
劉家秀	09:42	3
陳宜峰	11:08	2
林慧美	28:46	1
馬佑鴻	28:38	0
張詩媛	07:01	0
黃凡珊	11:54	0
張寧	01:49	0

中華隊

球員	上場時間(分:秒)	得分
李妍和	27:04	18
鄭先琨	32:18	17
廖英淑	22:36	9

南韓

更說，因為長時間飛行都坐著，血液一直積在雙腳，這些球員上了場明顯「腳都很重」，李婉婷更形容在時差及長程飛行影響下打球的感觉：「全身都軟軟的。」

昨李婉婷先發上場，一開賽顯下有大空檔她卻放槍沒進，李婉婷不好意思地說：「我根本是在狀況之外，沒想到隊友會傳給我，當場嚇了一跳，所以沒進。」還好放槍後她表現漸入佳境，還拿下14分、9籃板，她說：「好像上了場就不會想睡覺了。」

劉君儀會忍痛上場拼

中華隊在預賽曾以1分輸日本，但教練王冷表示有信心在今天復仇，她說：「多補了這5名球員，中華隊可用之兵變多，我預估有贏15分的實力。」劉君儀則說：「雖然還是蠻痛的，但為了求勝，我今天會忍痛上場拼。」

練後，中華隊預賽在4隊中只排第3，今天將和預賽第2的日本隊交手，才能打進明天的冠軍戰，如輸球則第3。

大運球員還有時差

藍和劉君儀前兩戰表現穩定，但腳踝傷又作怪，劉君儀則是前球員暗傷到腰，中華隊教練團南韓也不一定贏，所以決定保留陳王冷說：「她倆勉強上場也是怕拼到最後還是輸，不如先讓也給剛入隊的世大運球員熱身。」

這5名世大運代表隊球員，才剛離開亞轉土耳其，轉泰國，再26小時漫長飛行，前天深夜11開門，賽前黃凡珊就說：「因為，我真的好想睡啊。」教練王冷

Figure 17. Example of the News Article with Avoidance of Infantilization.

# 超正泡菜妹 金恩慧飆19分



■金恩慧(左)不僅人長得美，球技也很突出。 陳堯河攝。

【黃建仁／台北報導】被南韓媒體譽為「最漂亮女籃球員」的金恩慧，自從去年世錦賽首度入選國手之後，又在杜哈亞運和仁川亞錦賽亮相，25歲的金恩慧說：「很興奮打進奧運，由於南韓隊在世界女籃舞台競爭力稍弱，奧運目標先鎖定8強。」

背號10號的金恩慧，偶像是南韓神射手邊年河，她說：「我從高中就以邊年河為學習目標，因此背號也選擇和她一樣。」富利銀行隊去年奪下南韓女子職籃冠軍，金恩慧還是大會的3分球后，她說：「我曾經在高中時期，單場投進9顆3分球哩。」

## 天生麗質 笑稱沒整型

臉蛋清秀的金恩慧，目前沒有男朋友，她坦言從小長得並不好看，也沒有人稱讚她漂亮，她說：「自國小6年級打球，我才漸漸漂亮，但我不希望別人稱讚我漂亮，這樣我會得『公主病』，教練就不會嚴格要求我。」金恩慧希望大家把「嬌點」擺在她的球技方面，而不是在她的美貌，當有媒體問她是否曾整型美容？她大笑之後回答：「沒有！」

今年瓊斯盃是金恩慧第2度造訪台灣，由於下榻的飯店附近就有星巴克咖啡店，她說：「我天天都去喝咖啡，台灣賣的隨身杯和絨毛娃娃很便宜，隊友們買了很多。」金恩慧昨投進全隊最高的19分，但南韓隊以68比94不敵美國隊，金恩慧在比賽中不慎摔倒，賽後左手腕綁著一大包冰塊止痛。

	美國	31	21	17	25	94	蒲雷爾 19分	密雪克斯 15個	傑紐瑞 6次
	節數	1st	2nd	3rd	4th	Total	得分	籃板	助攻
	南韓	17	20	16	15	68	金恩慧 19分	洪賢禧 5個	金珍榮 4次
	紐西蘭	28	19	27	25	99	麥可瑪克 20分	佩索 17個	貝絲 6次
	節數	1st	2nd	3rd	4th	Total	得分	籃板	助攻
	日本	13	17	20	21	71	出岐奏 14分	森木查 7個	吉田舞 4次

Figure 18. Example of the News Article with *Performance Emphasis, Despite Sexualization.*

# 澳洲甜姊兒 獲選大會MVP

Focus 焦點人物

【黃建仁／台北報導】23歲的澳洲隊190公分長人葛利瑪(Hollie

Grima，持球者)，在本屆瓊斯盃女子組比賽平均貢獻15.2分、6.3籃板，率澳洲隊打出6戰全勝佳績封后，獲選為大會

MVP(Most Valuable Player，最有價值球員)的葛利瑪賽後興奮地說：「太棒了，在台灣打球的氣氛很好。」



## 2分球神準 禁區強悍

葛利瑪是去年澳洲隊在世界錦標賽奪冠的成員之一，她在球場上球風兇悍無比，2分球命中率高達55%，禁區殺傷力太強，而私底下，葛利瑪是個笑口常開的甜姊兒，待人非常親切，在10張媒體選票中，小葛就拿下票選33分的第1高分，她說：「奧運金牌一直是我打球以來最重要的目標。」

## 愛吃台灣米 香又可口

接下來澳洲隊將移師中國繼續1星期的訓練和比賽，她說：「明年奧運就在中國進行，這趟台灣、中國之旅，就是熟悉東亞球隊的特點。」

談到第1度來到台灣的感覺，葛利瑪說：「這裡是個好地方，可惜我沒有太多時間去逛街，希望抽空去買個包包。」談到對台灣食物的印象，她說：「米飯，很香又很可口。」

Figure 19. Example of the News Article with *Performance Emphasis, Despite Sexualization*.

## **4.2 Interview Findings**

The interviews with reporters and editors have provided with the results that might answer RQ3 and RQ4 about the factors in the production process which may contribute to gendered sports news. The interviews were designed to examine the influence of newsroom from three levels proposed in the past research (Hirsch, 1977; Shoemaker, 1991), i.e. the individual, the organization, and the social system and the related factors were identified. In addition, the suggestions from the interviewees are also offered. The interviews results include two parts: (1) gendered ideology and news production and (2) challenges for the women's basketball news and suggestions.

### **4.2.1 Gendered Ideology & News Production**

The influence for gendered news during news production process can be divided into three aspects: (1) individual influence: reporters' personal values, (2) organizational influence: newsroom operation and (3) social influence: consensus of the public and the media's role in the society.

#### **Individual Influence: Reporters' Personal Values**

The interviews of the six reporters and two editors have identified that the news production was greatly influenced by the individual involved in the process. The values of the reporters and editors were embedded in the news articles and thus the gendered values revealed in the above sections were brought to the readers through sports news.

#### *Gendered Values Held by the Reporters and Editors*

In addition to the three applications demonstrating gender ideology identified in the content analysis, i.e. gender-marking, infantilization and sexualization, the main gendered values of the reporters and editors include the perception of women as inferior to men in the sports arena for their natural sports ability.

*Perceptions of women athletes* Most of the interviewees hold the thinking that the female athletes are inferior to the male athletes in the inborn sports ability, which leads to poorer sports performance. The interviewees indicated that there was evident gender difference in innate sports ability like speed, strength, explosive force, etc. which resulted in better performance with excitement for male athletes and poorer performance with less excitement for female athletes in comparison. Two quotes were selected below as the example.

*“You can’t say that the games for women are intentionally neglected. There is the innate difference in physical vigor and statures. Women’s sports can hardly be as exciting as men’s. Take pole jump as an example. The highest record for the male athlete is more than 6 meters high, but only more than 4 meters at most for the female athlete.”*

(Yu-Long Ma, Reporter of *United Daily*)

「所以這不是說女子組賽事故意被忽略，這是天生體能上身材上的差異。女子強度精采度很難拉到跟男子相等。例如撐竿跳，男子最高可以到六公尺多，女子頂多到四公尺多。」

(馬鈺龍，聯合報文字記者)

*“To be honest, for every kind of sports on the Earth, the men’s sport is better and worth watching than women’s. For example, men’s tennis is really more enjoyable. Sometimes, women’s tennis is really boring. Men’s basketball is more powerful and with better extreme. There are the congenital limits. That’s why men’s sport is more professional.”*

(Weini Peng, Reporter of *United Daily*)

「世界上各種運動都是男子的比較好看，我必須坦白說。例如網球，男網真的比較好看，女網有時候真的是好難看。男籃比較有力量，極限也比較大，體育本來就是有他先天上的限制，所以男子本身就是比較職業的。」

(彭薇霓，聯合報文字記者)

The inferiority of women athletes was even more confirmed in certain kinds of sports which were considered as inappropriate for women, like basketball, the focus



of the current study. With the high level of body contact and emphasis on speed, strength and explosive force in basketball, all the interviewees considered basketball as the sport that was unfair for women and women were hardly competitive with men in basketball. In addition, the value of sex-appropriateness for sports was further enhanced in that most interviewees asserted women were supposed, or suitable, to participate in sports with “aesthetics” such as gymnastics. The following two quotes fully show the belief of inherited inferiority of women in sports held by the reporters.

*“In basketball, speed and explosive force are emphasized. However, girls are in the unfavorable situation in this regard so it’s unfair to make comparison with boys. Like gymnastics, no matter how good a boy is, it won’t be more enjoyable watching than girls because gymnastics emphasizes aesthetics. Anyhow, basketball has nothing to do with aesthetics.”*

(Peter Liao, Reporter of *Apple Daily*)

「因為籃球是很強調速度跟爆發力的運動，但是女孩子在這方面就很吃虧，跟男孩子比就是不公平。像體操，男孩子再怎麼好，都不會比女生好看，因為體操是強調美感的，籃球沒有在強調美感的。」

(廖柏璋，蘋果日報體育中心記者)

*“Basketball emphasizes the shooting rate, explosive force and dunk. Women’s basketball can’t perform these actions. Girls may have the better shooting percentage, but there’s no such thing like cut-in and dunk or blocks. In addition, there is great difference in innate physical conditions.”*

(Maddux Huang, Reporter of *Apple Daily*)

「籃球強調投籃準度、爆發力、灌籃，女籃沒辦法呈現這種動作。女生命中率可能比較高，但沒有切入灌籃、打火鍋這種。而且，天生的身體素質就差很多了。」

(黃建仁，蘋果日報體育中心記者)

In addition, for a female athlete, great performance is the prerequisite to attract news coverage. The Editor in Chief from *Apple Daily*, Miss Dung, even pointed out that when it came to the news for the female athlete, the performance would be a very

crucial element for the athlete to be covered by saying,

*“It’s not that we are not willing to cover it. When the explosive force is not that strong, you must have outstanding performance for us to discover the story behind you and to get you covered in the newspaper often. But if you don’t have good performance which is the basic element after all, you may only receive tiny coverage even if your story is great. That’s the way it is.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「不是我們不願意去報導它，而是說她的爆發力沒那麼強的時候，妳一定要成績很亮眼，我才會去發掘妳背後的故事，那妳才有可能經常上報，可是如果妳的成績不是那麼亮眼，基本上的元素不在那裡，那即使妳的背後再精采，可能就只能在小版面，就這樣。」

(鄧總編輯，蘋果日報體育中心)

However, it was found that female athletes’ performance and achievement were marginalized or overlooked. When being questioned with the better ranking of the women national team in comparison with the men’s, most interviewees did not consider the better performance as something worthy of covering. Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*, even did not recognize the achievement achieved by Taiwan’s women national team with the following quote.

*“Take a look at the development of women’s basketball in the world, there is no big progression. In Asia, even if our women’s basketball team is with good ranking; that’s because we are not progressing and others are not, either. It’s just like that. There’s nothing worth watching.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「你看世界上整個發展，女籃也沒有太大的進步，也就差不多這個樣子。在亞洲上來說，你說能拿個比較好一點的名次，那是因為我們沒有在進步，別人也沒有在進步，差不多就是這個樣子，沒有什麼精采的東西。」

(郭運復，蘋果日報體育中心助理副總編輯)

With the presumption that women are inferior to men in sports, it is difficult for the reporters and editors to focus on the performance of the female athletes only and other forms of gender ideology thus occur to portrait female athletes in order to gain attraction for news articles.

*Gender-Marking* When being asked of the intention to gender-mark women's news, Maddux Huang asserted that they did not intend to emphasize the gender and thought there was no need to do so for readers' understanding. Yung-Jen Cheng from *Apple Daily* also considered the news coverage with gender-marked title on *Liberty Times* as weird and unnecessary. However, the Editor in Chief of *Apple Daily*, Miss Dung, specified the advantage to gender-mark news coverage on women's basketball with the following quote.

*"There will be a problem without gender-marking. What if the readers feel that 'I've spent so much time on men's/ women's news (which is not what I want to read)'?"*  
(Miss Dung, Editor in Chief of *Apple Daily*)

「這有一點缺點，要是有些讀者看了覺得「搞半天這個是女生或男生」，那怎麼辦？」  
(鄧總編輯，蘋果日報體育中心)

She also indicated that it was necessary to gender-mark women's sport in sports news, and the description and wording deserved attention, with the example of the wording "Taiwanese girl (台妹)." For example,

*"We used the wording 'Taiwanese girl' before, but we think it sounds...It's okay if you translate it as 'the girls in Taiwan.' It's convenient in wording. But Cheng-Yue Chang's song brought bad image to the word. So we thought that 'Taiwanese girl' seemed not proper. Now we use the word 'female soldier.' The major reason is that our senior officer is also a woman, so we've noticed that. We really did. Simply saying, the word doesn't sound good. And after that song, the word 'Taiwanese girl' became improper."*

(Miss Dung, Editor in Chief of *Apple Daily*)

「我們之前有用台妹，可是覺得台妹聽起來…妳只要想成是台灣的妹妹就好啦，只是省字，可是之前張震岳唱的歌，就好像讓這個字破壞形象了。所以我們就覺得「台妹」就變得好像不好聽了。我們現在就用「女將」。最主要我們主管也是女生，稍微有一點注意。真的有注意到。純粹覺得不好聽，經過那首歌，好像「台妹」這兩個字就是不入流了。」

(鄧總編輯，蘋果日報體育中心)

According to the previous literature, gender-marking was mostly found in titles for attraction or identification. The results of the interviews in the current study further identified that reporters tend to ignore the application of gender-marking while editors tend to apply gender-marking for convenience in titling during the news production process.

*Infantilization* After the demonstration of the news article with infantilized wording, i.e. “kimchi girl (泡菜妹)” and “Taiwanese girl (台妹),” three reporters from *Apple Daily* all considered the application of infantilization as a very normal approach and did not consider it as unfair or inappropriate once the key message of the news was expressed and understood. For example,

*“I think it’s normal. We care more about (the content of) the news, not the wording, or whether it’s fair or not. I don’t see it as inappropriate.”*

(Peter Liao, Reporter of *Apple Daily*)

「我覺得還好耶，很正常。我們比較 care 的是說新聞的部分，比較不 care 字眼或公不公平，我不覺得有什麼不妥。」

(廖柏璋，蘋果日報體育中心記者)

On the other hand, two reporters from *United Daily* considered the wording inappropriate and impolite for the women basketball players. Some reporters considered that it was not proper since the wording might degrade the female athletes

and would not agree to use the wording with infantilized meaning in the title. For example,

*“The title needs to be more staid and neutral so this kind of description is not allowed. But I think it is okay to have this in the content for some relax. . . .” I think it’s not appropriate for titling because it’s not staid and it is ...for the female athletes.”*  
(Yu-Long Ma, Reporter of *United Daily*)

「其實標題要比較穩重，要不偏不倚，就不該有這樣的形容。但我覺得放在內文寫稿的時候，輕鬆，可以。…我是認為這個做標題比較不適合，因為不夠穩重，可能對女性運動員也有一點…」(馬鈺龍，聯合報文字記者)

*“I think ‘kimchi girl’ sounds okay, but ‘Taiwanese girl’ doesn’t sound well. Some people may think there is the degrading meaning in that. It just doesn’t sound good.”*  
(Weini Peng, Reporter of *United Daily*)

「我覺得泡菜妹還好，可是台妹就比較難聽，可能有些人會覺得有點貶低的意味，聽起來就是不太好聽。」(彭薇霓，聯合報文字記者)

*Sexualization* When being asked of the application of sexualization, almost all reporters consider this as a way to attract attention from the readers. Miss Dung, the editor, also considered the “pretty presentation” as a crucial element for news to be valuable, saying that,

*“If I have to cover it, taking photos will be very important. First, I will find the pretty presentation. To be direct, I will find the prettiest one (woman) in this group, the one we call ‘pretty baby.’ Overall, performance is the prior consideration and the second is the pretty presentation.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「如果我非要報導它的話，我第一個可能就拍照很重要吧，我就會去找它一個比較漂亮的面向，第一個漂亮的面向呈現。我說的「漂亮」就是最直接的，每次我們都稱她為「漂亮寶貝」嘛，我就當然一定會去找這個團體裡最漂亮那一個。還是以成績為第一導向，第二個導向漂不漂亮，第三個導向. . . 。」(鄧總編輯，蘋果日報體育中心)

Other examples are as follows.

*“I believe that it’s the same for all media. If there is a very pretty woman playing basketball, she will definitely become one of the focuses.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「我相信媒體都一樣，要是今天有一個很漂亮的女生她在打籃球的話，她一定絕對會成為焦點之一。」

(郭運復，蘋果日報體育中心助理副總編輯)

*“Men’s tennis and women’s tennis are about the same in joy of watching. Maybe women’s tennis is less enjoyable. But some (female tennis players) are beautiful or some are with exposed clothes, which can make up the lack (of sports performance).”*

(Peter Liao, Reporter of *Apple Daily*)

「男女網的好看程度，相差不遠，或許女網不好看一點，不過有一些長得美，或是穿得比較清涼一點，就可以補足分數。」

(廖柏璋，蘋果日報體育中心記者)

All reporters considered the application of sexualization as an effective, or even necessary, way for news coverage on women sports, which explains why sexualization is unavoidable and recurrent in sports news for women.

### *Reporters’ and Editors’ Self-identification*

To further understand how the reporters and editors’ gendered values can be changed in order to produce fair news coverage without the above-mentioned gendered values and with the better pattern of reporting suggested in the previous section 4.1.2, the reporters and editors’ self-identification was examined from the viewpoints on news value and their responsibilities.

*Reporters' and Editors' Viewpoints on News Value* For the reporters of *Apple Daily*, there is a consistent standard on valuable news; that is, any news that the readers want is the valuable news. Being honest, Peter Liao even said that,

*“There is one kind of news that the readers might not want to know, but what they need to know, like some news with social educational sense. When I studied journalism as a student, there was the concept that the media had to educate the public. And some reporters really think this kind of news is necessary. However, with Apple’s principle, we don’t need this kind of news.”*

(Peter Liao, Reporter of *Apple Daily*)

「有一種新聞不見得是讀者想看的，但是是讀者需要的，例如有社會教化的，以前學新聞有觀念說媒體要教育大眾，有些記者會覺得需要有這種新聞。但以蘋果的原則來說，我們就不會做這種新聞。」

(廖柏璋，蘋果日報體育中心記者)

In other words, the function of news on education is depreciated while the function of entertainment is highly emphasized. The editor, Miss Dung, based on the concept of “readers first,” pointed out that “controversy,” “necessity,” and “characteristics” are the other three elements that the valuable news should be equipped with, emphasizing the entertainment function for their newspaper. In comparison, the two reporters from *United Daily* were more conservative and put more emphasis on sports news itself, instead of focusing on the entertainment value only. It seems that for the reporters holding such viewpoint, the news contains more functions and the reporters are thus more convinced that the media should take more responsibility. For example,

*“Sport news is different from other news in that as long as there is the game, there is the value for reporting. Other news may need focal points, but sport news is valuable itself with its existence.”*

(Weini Peng, Reporter of *United Daily*)

「體育新聞就是跟其他新聞有所不同就是，只有要比賽，就都有報導價值。其他線可能要找很多切入點，但體育新聞存在的本身就有價值。」

(彭薇霓, 聯合報文字記者)

*Reporters' and Editors' Viewpoints on Responsibility* Some of the reporters, as those of *Apple Daily*, required themselves to fairly and truly present the news that the readers wanted to know while other reporters, as those of *United Daily* with bigger ambition, regarded themselves as responsible for making the sports environment better.

For the former, the reporters considered themselves as the channel of message delivery and the ultimate task for them is to fairly and truly present the news. Maddux Huang took the news about conflict as example, saying that it was very important to fairly present the sayings of both parties about the conflict. The editor, Miss Dung, also agreed that when making the title, there should be no extending meaning from the content of the news. Peter Liao asserted that “*It's not us who are making the judgment; we only measure how the public judges the issues and then decide how to report them* (所以有時候不是我們去判斷，我們只是去衡量社會大眾對這個東西的判斷，然後再去決定要怎麼報導),” indicating that the reporters' main responsibility is to serve as a message deliver between the readers and the sports.

For those reporters who regarded themselves as responsible for making the sports environment better, the ultimate goal is to improve the sports environment in Taiwan. As Yu-Long Ma said, “*I hope it (the environment) to be better and better. To report the bright side and to expose the wrong thing is just to make it better* (希望越來越好，報導光明面，發掘不對的東西，要它更好).” Weini Peng was being positive on the better future of the sports environment in Taiwan and believed that “*Sport is not (fairly) emphasized in Taiwan. Those who are and keep serving as sports reporters must love sports and bestow themselves with a certain level of social responsibility*



(其實台灣沒有很重視體育，所以會一直當體育記者的人，一定是很熱愛體育的，都是自己認為有某程度的社會責任的人才會留在這裡),” showing the enthusiasm in sports and news reporting.

### **Organizational Influence: Newsroom Operation**

With above-mentioned individual values as the core of the influence circle in news production process, the second kind of influence is expanded to the organizational environment, that is, the newsroom. The news production procedure was examined to identify whether there was gender difference in the process. Further, the autonomy in work for the reporters and editors was determined to find out whether the higher level of the authority in the newsroom influenced, or limited the reporters and editors' willingness to present fair news coverage for female athletes.

#### *News Production Procedure*

The results from the interviews show the general news production procedure. In terms of the division of labor of news production, the reporters and editors can mainly be divided into reporters for texts, reporters for photographs, and editors. Reporters, either for texts or photographs, as the collectors, get close to the information source and collate the information into news articles. Editors, as the presenters, make title for the articles, arrange the size and page placement for texts and photos and present the news of the day.

#### *Gender Differences in News Production Procedure*

When being asked of the difference in covering men's and women's basketball, most reporters considered there was no gender difference in the middle stage of news production, i.e. procedure of covering, the time spent on information-collection, the information included, and the approach of reporting. However, the gender difference

occurred obviously in the beginning and the final stages of news production.

According to the interviewees, at the beginning stage when the theme of the news was selected, women's basketball was definitely not the priority in comparison with men's basketball. Maddux Huang said that for the women's basketball, one article covering the game and the key players might be enough while for the men's basketball, there were usually more than one articles reporting the same game with one for broadcasting of the game, one for outstanding players, one for analysis from the critic and etc.

Women's basketball games may not even be reported if there were other focuses which were deemed as more important as Weini Peng from *United Daily* said,

*“If there are men's and women's games on the same day, there is scant possibility for women's basketball (to be reporter); women's basketball will be covered in insignificant section, or it will be given up. Maybe I'll be there for the game, but I won't be able to let the story get covered in the placemen.”*

(Weini Peng, Reporter of *United Daily*)

「如果她們在同一天的話，其實女籃(被報導)的機率就很低，會被放在不重要的版面，或是我們可能就會放棄不跑了，或是我可能會去看，但可能沒辦法上稿。」 (彭薇霓，聯合報文字記者)

The situation was not limited to *United Daily* only, Maddux Huang from *Apple Daily* also provided with the example of his experiencing in covering women's basketball in the *FIBA Asia Championship for Women* in India, saying that,

*“The senior officer thought that they (women's basketball team) might not get good ranking so there was no need to send reporters there. For example, there was the problem of time difference for the game in India to be reported before the deadline, or there were the sure-win games for Chinese Taipei against Thailand or India; then there was no need for the news. ”*

(Maddux Huang, Reporter of *Apple Daily*)

「但長官覺得，成績應該也不會太好，所以不需要去，甚至印度有時差，趕不上截稿，或是中華打泰國或印度這種應該會贏的，就直接不用寫了，那天就空著都沒關係。」 (黃建仁，蘋果日報體育中心記者)

In terms of the page placement, results indicate that when there was news for both men's basketball and women's basketball, the obvious gender difference exists.

For example,

*“Men's news is definitely the first priority in page placement while women's news is seldom the first choice, unless the ranking is better. The performance is still important. However, women's ranking as the first might not be more valuable than men's ranking as the second.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「男生一定是做頭題，女生就比較少，除非她的名次比較好，所以成績還是滿重要的，但是女生如果第一名，可能抵不過男生第二名。」

(鄧總編輯，蘋果日報體育中心)

*“There are fewer women's basketball teams. One page is allowed at most for two or three games. Sometimes, even only 2/3 page is allowed. There are more men's basketball teams, there are two teams representing Taiwan, and people like the Japanese or Korean teams, so 1 to 1.5 page is allowed for men's basketball with more and better focuses.”*

(Maddux Huang, Reporter of *Apple Daily*)

「女籃隊伍少，頂多給一個，兩場或三場，甚至大概 2/3 版。男籃隊伍多，今年又多光華隊，亞洲大家喜歡伊朗日本韓國，可能會做到 1 到 1.5 個版，比較多重點，也比較精采。」 (黃建仁，蘋果日報體育中心記者)

*“There is no market for women's basketball. If there is limit in page placement, then it is unnecessary to spend too much coverage on this (women's basketball). For me, it's kind of wasting. And it is not making profits for the company.”*

(Yung-Jen Cheng, Reporter of *Apple Daily*)

「女籃沒有市場，所以我們有版面限制的話，沒有必要花太多的篇幅著重在這個上面。對我來說是浪費，對公司來說也沒有績效。」

(陳庸仁，蘋果日報體育中心記者)

For men's basketball, with more coverage size for news articles reporting on one certain game, the themes and the content of the news could be expanded, thus there were more analyses of critics or comments from the fans. Miss Dung explained this by saying that,

*“‘Critics’ Column’ and ‘Fans’ Reporting’ are made to highlight the theme. When women’s basketball news is only the minor article, not the priority of the page placement, these are not necessary. The purpose of having ‘Critics’ Column’ and ‘Fans’ Reporting’ is to expand the theme. For example, if Lin is the focus of the news today, maybe one article is not enough and I’ll have to extend the news and have these columns for critics and fans. On the other hand, for the Jones Cup women basketball, the higher level doesn’t think it’s important; thus, expansion of the theme will not be required. Overall, when it’s not the first choice of the priority, the extended news will not be covered.”*

(Miss Dung, Editor in Chief of Apple Daily)

「球評專談跟球迷報報都是為了突顯它的主題，那因為女生沒有做到頭題，它只是一個配稿的時候，當然就不會做這些。因為球評跟球迷報報都是想要擴大它的主體性，今天我報的林志傑，可能一篇看不夠，我就要延伸出來，才會有這些東西。那如果是女籃，尤其是瓊斯盃女籃，上面已經覺得不重要了，他/她就不會再叫你擴大處理，就是它不構成頭題的時候，就不會有這些。」

(鄧總編輯，蘋果日報體育中心)

Great gender difference was shown in the news production process while the women's basketball was considered as not as important and popular as men's basketball by the higher level of authority, the “higher level (上面)” or “*officer* (長官)” called by the interviewees. Thus, the autonomy in work was the next focus to be examined for the production of sports news with gender difference.

### *Perception of Autonomy*

According to our interviewees, at the beginning of a working day, there would be a meeting for the reporters and editors to discuss the theme and main content of the news that the reporters were assigned to cover. The interviewed reporters in the current study all agreed that there was enough autonomy in their work since there were few cases of disputes in choosing the theme since the theme was proposed by them and there was room for negotiation when disputes really took place.

In terms of the adjustment of the content after the reporters presenting the articles, most the interviewed reporters agreed that it was necessary and not bothered, like Yong-Jen Cheng said that, *“The senior officer has the right to revise the news articles. Communication usually is not needed unless there is the big mistake. Conflicts seldom occur.”* (長官改稿是他的權利，除非意思完全不對才會溝通，不太有衝突。).” Yu-Long Ma also agreed that the negotiation and adjustment was to perfect the final presentation of the news. When the higher level of the authority in newspaper was not persuaded, the interviewed reporters were all willing to compromise, like Cheng said,

*“I have to consider the senior officer’s preference in and choices and also the readers’ need. Therefore, things may not be as I wish. I have to cooperate to meet readers’ need or the senior officer’s requirement.”*

(Yung-Jen Cheng, Reporter of *Apple Daily*)

「長官的取向，還有我們臆測讀者需求的方向，都要考量，所以不一定盡如我意，想怎麼做就怎麼做，比較要配合讀者要的，或是長官要的。」

(陳庸仁，蘋果日報體育中心記者)

However, the editor indicated that editors’ power had weakened, saying that,

*“In the current trend, editors are not allowed to select news articles. What they can do is proofreading only. I think the trend has been like this for over ten*

*years. Since the lift of press ban, the pages have been increased. Sometimes, the news articles are even in short. In addition, the senior officer has already selected the news theme beforehand; thus, editors are not able to select news articles at all.”* (Miss Dung, Editor in Chief of *Apple Daily*)

「現在的趨勢，編輯已經不能選稿了，我覺得編輯不能選稿最少應該有十年以上是這樣子。從報禁開放之後，版面增加，其實有些時候記者供應的稿子幾乎是不夠的，再加上長官在前面已經篩選了，所以編輯完全沒有權力去選稿。」 (鄧總編輯，蘋果日報體育中心)

From Miss Dung’s point of view, the autonomy and freedom for editors had disappeared with the trend of “integration of editing and covering” in which the reporters were directly related to and familiar with the news while the editors were passively accepting and adjusting the news, and thus losing control on the news production.

The results from the interviews indicated that there was still possibility that the influence from newsroom operation on the news production process did exist with its limits set by the higher level of the authority in the newspaper.

### **Social Influence: Consensus of the Public and the Media’s Role**

#### *Social Consensus*

From the interviews of the reporters and editors, it is evident that the social consensus influences reporters’ thinking, leading to the possibility to further enhance the common gender ideology in sports news. Thought some of the interviewees did not consider themselves as being influenced by the social values, they were indeed influenced unconsciously. For example,

*“Like gymnastics, no matter how good a boy is, it won’t be more enjoyable watching than girls because gymnastics emphasizes aesthetics. Anyhow, basketball has nothing to do with aesthetics. I think the key point is the nature*

*of the sport and it's not related to social values.”*

(Peter Liao, Reporter of Apple Daily)

「像體操，男孩子再怎麼好，都不會比女生好看，因為體操是強調美感的，籃球沒有在強調美感的。我覺得是性質的關係，不是社會上的價值問題。」

(廖柏璋，蘋果日報體育中心記者)

The main gendered values held by the interviewees are not fabricated or exclusive for the reporters and editors only. Instead, they are resulted from the social values and may even be universally agreed. As Miss Dung admitted that, “*I think we are being biased, but everybody in the world is being biased, too.* (我個人去看，我自己覺得我們的確是大小眼，可是全世界應該都是大小眼。).” Though being professional with journalistic training, the values that the reporters and editors hold show no significant difference with the public in gender ideology such as gender-marking, infantilization, sexualization or inferiority of women’s sports ability, which were amplified by the media.

### *Media’s Role*

According to the previous literature, media play an important role in the way women are oppressed, marginalized or disenfranchised by the current sport system. However, for most of the interviewees, they did not think that the media were so powerful in shaping the public’s thinking. For example,

*“Apple Daily has the function to lead the controversy, but I don’t think it’s totally good. The heat of the controversy is just temporary and the influence depends on the condition of each case.”*

(Miss Dung, Editor in Chief of Apple Daily)

「蘋果有引導話題的作用，可是我覺得並不全然是好事，它只是一陣子一陣子，至於它的引響力多大，要看各個案件面向而定。」

(鄧總編輯，蘋果日報體育中心)

In addition, media's role as the educator or the justice was no longer emphasized and recognized by the interviewees. Instead, they considered the media merely as the channel to reflect the truth with limited functions. One quote was selected below as the examples.

*“There is one kind of news that the readers might not want to know, but what they need to know, like some news with social educational sense. When I studied journalism as a student, there was the concept that the media had to educate the public. And some reporters really think this kind of news is necessary. However, with Apple's principle, we don't need this kind of news. It's not us who are making the judgment; we only measure how the public judges the issues and then decide how to report them.”*

(Peter Liao, Reporter *Apple Daily*)

「有一種新聞不見得是讀者想看的，但是是讀者需要的，例如有社會教化的，以前學新聞有觀念說媒體要教育大眾，有些記者會覺得需要有這種新聞。但以蘋果的原則來說，我們就不會做這種新聞。所以有時候不是我們去判斷，我們只是去衡量社會大眾對這個東西的判斷，然後再去決定要怎麼報導。」

(廖柏璋，蘋果日報體育中心記者)

Though knowing the media's traditionally-acknowledged responsibility, all the interviewees thought that the negligence of women's basketball was not media's fault, asserting that the results from the media could present the problems of women's basketball, yet the blame should not be shifted to the media because the media could do nothing; the media only reflect the truth. Furthermore, media's responsibility seems no longer to be the only or most important consideration for the reporters. For example,

*“It's the environment which made the market, leading to media's negligence (on women's basketball). It's the chain effect.”*

(Yung-Jen Cheng, Reporter of *Apple Daily*)



「所以有時候，這樣的環境，造成這樣的市場，導致媒體的忽略，這都是連貫的。」  
(陳庸仁，蘋果日報體育中心記者)

*“In terms of improvement of the problem (of negligence for women’s sports), of course the media are bestowed with the so-called social responsibility. However, Apple Daily is a profit-seeking enterprise. We are not obliged to help women’s basketball to do anything. If we do so, we are doing charity. There’s no need for us to do so.”*  
(Yung-Jen Cheng, Reporter Apple Daily)

「所謂的改善或不改善，當然媒體有所謂的社會責任，但蘋果真的是一個營利事業，我沒有義務也沒有要去幫你女籃做點什麼事情，如果這樣做，就是做慈善，蘋果一樣有慈善基金會，這樣沒有必要。」  
(陳庸仁，蘋果日報體育中心記者)

According to the interview results, the role of newspaper has changed. With the advanced technology, television broadcasting and internet media are more able to provide more detailed and instant game-related information. Therefore, the content of newspaper news reporting is adjusted to provide more entertaining focuses such as feature stories for athletes, other than the game results or statistics. One quote was selected below as an example.

*“The content or the process of the game is not important (for newspaper) since TV can broadcast that. Many things can be detailed during TV broadcasting. So, Apple tends to ask us to cover on people, rather than the game results or the key play. If we’re going to cover about it, we’ll write the story behind the athlete, the soft news and more interesting focus, not only the game.”*  
(Yung-Jen Cheng, Reporter Apple Daily)

「比賽內容或是過程並不是很重要，因為現在電視轉播已經很發達，有很多東西其實透過轉播也好都可以交代。所以蘋果的取向常常要我們寫的是人物，而不是比數，關鍵球。我們今天要寫，就寫他背後的故事，比較軟性一點，或是一些有趣的點，不單單 focus 在比賽。」  
(陳庸仁，蘋果日報體育中心記者)

In other words, news reporting with entertainment has become the trend although comprehensive reporting is required with depth analysis on the game, athletes, or the sport. Reporters and editors interviewed in the current study all indicated that, in the current trend, the newspaper should not stress on professionalism. Instead, with the target audience as the mass, the reporters are expected to use simple words to inform the public, to attract people's attention and to create resonance with the readers in order to be competitive as a comprehensive newspaper.

*“The target audience of Apple Daily is the general public. Apple Daily is not the professional newspaper for a certain niche market. Therefore, reporters need to use simple words and should avoid narrower views for being professional.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「蘋果日報的TA是一般人，是普羅大眾，不是專業的報紙，不是針對小眾市場的。所以記者做報導的時候，都要去盡量讓自己的文字普及一點，不要越來越專業而讓視野變得越來越狹窄。」

(郭運復，蘋果日報體育中心助理副總編輯)

The editor, Miss Dung, also pointed out the difference in the trend nowadays. In the past, the editor and the reporters should exert all they might to show their writing ability and literature capacity. However, nowadays, what the reporters and editors needs to do is to be amiable with easy approach in writing. One quote was selected as an example.

*“We used to say that it was ‘the literati’s newspaper,’ but now it is ‘the businessmen’s newspaper,’ Newspaper has become a classic marketing tool. So I tell others that we the news guys are in the service sector now. It belonged to the culture industry, but now it is in the service sector. There is the great difference.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「那以前會比較說想像是『文人辦報』，那現在的話是『商人辦報』，把報紙變成一個典型的行銷商品。所以現在我每次都跟別人講說，我們現在是服務業。以前是文化業，現在的報紙是服務業，那就差很多了。」

(鄧總編輯，蘋果日報體育中心)

With the transformation of newspaper, new challenges have occurred for the reporters and editors to present fair coverage for women's basketball.

When the profits and the entertainment have become the focuses of the reporting, women's basketball, with less excitement and suspension, fewer audience and other problems, is often sacrificed for coverage. However, the interviewees believed that the new trend of newspaper might also provide potential solutions for more, better, or balanced coverage for women's basketball.

#### **4.2.2 Challenges**

From the interview results, the challenges for women's basketball news to be fairly reported in newspaper were identified. In order to effectively seek change in the current media system and in its representations of women in basketball news, the current study is also aimed to look for the suggestions offered by the interviewed reporters and editors for organizations related to women basketball promotion.

#### **Other Challenges for Women's Basketball News**

According to the interviewees, during the news production process, there were other challenges that the reporters and editors might face in order to fairly present women's basketball as follows: (1) the game without excitement and suspension was hardly considered as the content of the valuable news; (2) there were small audience thus the women's basketball news was hardly considered as the valuable one; (3) women's basketball in Taiwan was closed and isolated without good media relations.

#### *The Game without Excitement and Suspension*

All the interviewees initiatively expressed their concerns to the women's basketball system in Taiwan. With *Cathay Women's Basketball Team* with the championship for the last 15 years in row, the women's basketball games in Taiwan were considered as boring and without excitement and suspension. One quote was selected below as an example.

*“For Taiwan’s women’s basketball, will you keep watching the games when there is always the same team winning the championship? With the top players all in the same team, the team wins the championship easily. We all know the results before the game is played. There’s no attraction and suspension. The attractiveness of the professional sport like basketball is the suspension. For example, in NBA, with the better strength and equal capacities (among teams), anything impossible may happen. This is the attractiveness of the game. But in terms of women’s basketball in Taiwan, where’s the attraction? There is nothing valuable at all.”*  
(Yu-Long Ma, Reporter of *United Daily*)

「像國內女籃，老是看同一支球隊拿冠軍，你會想繼續看嗎？全台灣最好的選手都在你這邊，比賽不用打就知道冠軍是誰。沒有吸引力、張力、懸疑性。比賽好看好看在哪？像籃球這麼職業化的運動，重點就在懸疑性。例如 NBA 強度要夠、實力接近、任何異想不到的結果都有可能發生，這就是球賽好看的地方。可是你說國內女籃，有什麼好看的？一點賣點都沒有。」  
(馬鈺龍，聯合報文字記者)

*“For women’s basketball (in Taiwan), in addition to the poorer competitiveness, there is a very serious problem. There have been problems in the environment. There are few materials to be reported positively. There are few things for coverage.”*  
(Peter Liao, Reporter *Apple Daily*)

「我覺得籃球這部分，除了女籃賽事競爭強度差，還有一個很大的問題，台灣女籃是一個很有問題的環境。能正面報導的東西不多，沒有那麼多東西可以報導。」  
(廖柏璋，蘋果日報體育中心記者)

In addition to the gender difference found in the news production process,

interviewees indicated that there was the gender difference rooted in the sport environment. The system was pointed out as the reason why women's basketball was not popular in Taiwan. The basketball association, the official organization in charge of management and promotion for basketball in Taiwan, was also accused of neglecting women's basketball with biased gender ideology. For example,

*“The Basketball Association, the responsible official authority, has something to do with this as well. The basketball association doesn't pay much attention to women's basketball when holding games. There is the small scale with four to six teams. Even the game was nearly canceled last year. There is something to do with the attitude of the responsible official authority. They think men's basketball is more profitable, then the media will follow the trend (to focus on men's basketball more).”* (Maddux Huang, Reporter Apple Daily)

「籃協主事者也有關係。因為主事者對女籃虛應故事，隊伍四到六，規模就這麼小，去年還傳出停辦。其實主事者的心態也有關係，因為她們認為男籃比較有錢賺，報導也跟這個趨勢走。」  
(黃建仁，蘋果日報體育中心記者)

### *Small Audiences*

Another challenge for women's basketball is the small audiences in Taiwan. With the smaller population, Taiwan was considered as the less potential market for developing sport. With small audiences, small attention was attracted and few profits were involved, leading to less emphasis and less attention, causing the vicious circle which could not increase more audiences and improve the women's basketball environment in Taiwan. Two quotes were selected below as the examples.

*“I do think there is no market for women's basketball and it is not exclusive to Taiwan only; instead, it is universal. For example, WNBA is also in crisis for management. . . . For the small population and the small market in Taiwan, the surviving condition for women's basketball is harsh, which influences our*

*reporting. The information used to be very valuable when the newspaper industry was not developed yet in the past. However, now with the information explosion, the clicking rate (checking rate) for women's basketball news is apparently low (by the readers) in comparison. Therefore, when the newspaper holds the power in decision, we'll choose to cover on men's basketball and may give up news on women's basketball."*

(Weini Peng, Reporter of *United Daily*)

「我也的確覺得女籃比較沒有市場，這不是只發生在台灣，全球都一樣。像 WNBA 經營得很蕭條，也是很有危機。…因為台灣人口很少，市場小，所以女籃要成立存在的空間就很小，這就會影響到我們報導。以前報業不發達的時候，資訊很少的時候，資訊很珍貴。不過現在是資訊爆炸的時代，資訊氾濫，女籃的點閱率就會很明顯是很低的。那當報社有取決權力的時候，我們可能就會選擇先跑男籃 我們可能就會捨棄女籃的新聞。」

(彭薇霓，聯合報文字記者)

*"This is the vicious circle and the benign circle. The benign circle appears when the tickets are on sold out. With the profits, there are more marketing approaches. As for those (games) with less tickets being sold, even free tickets are not attracting people. In addition, enterprises are not willing to sponsor. Thus, the vicious circle appears."*

(Miss Dung, Editor in Chief of *Apple Daily*)

「這就是惡性循環跟良性循環。良性循環就是妳賣的門票多，當然錢賺的多，行銷的方式就多；那賣的人少，甚至於要送票都沒人看，那要去找企業贊助也不受歡迎不願意贊助，那就變成惡性循環。」

(鄧總編輯，蘋果日報體育中心)

Consequently, the small audiences for women's basketball would not gain wide attention and massive profits, leading to the result that less coverage or even no coverage was given to the women's basketball when the reporters faced limitation or pressure from the higher level of the authority in newspaper. The following two quotes were selected as the example.

*"Media are not obliged to cover one certain sport. What the media can do is to*

*inform the athletes or coaches what kind of news is considered as valuable and welcome. However, limited to time and energy, reporters may not be able to do that much. Or limited to the page space or the pressure from the higher level in the newspaper, reporters just can't do that much. It's usual that they don't want to do anything for improvement."*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「媒體沒有義務要多報導某項運動，但媒體可以告知運動員或是教練們怎麼樣的新聞、怎麼樣的賣點是她們想要的。但受限於時間與精力，記者也不一定能做這麼多。或是說受限於版面或是上層給的壓力，就是沒辦法做這麼多。他們自然而然也不會想要去多做什麼改進。」

(郭運復，蘋果日報體育中心助理副總編輯)

*"I can't say that there is no reader (for women's basketball). However, we (Apple Daily) target at the popular news so we have to cater to the taste of the public. So it is impossible for me to do coverage for the niche market. That's why the coverage is limited (for women's basketball.)"*

(Yung-Jen Cheng, Reporter *Apple Daily*)

「我不能說沒有讀者，但我們有的是大眾化的路線，所以我們要去迎合大眾的口味。所以我不可能針對一些小眾市場去做東西，所以篇幅就會受限。」

(陳庸仁，蘋果日報體育中心記者)

### *Poor Media Relations*

The other main challenge that the reporters and editors found during the news reporting was the isolated women's basketball environment. The interviewees all agreed that the related authority of women's basketball, especially the coach, tended to avoid building relations with the media. With the poor media relations, women's basketball would hardly gain more or better coverage. All the reporters considered that there was nothing they could do to promote women's basketball if the people involved were not being cooperative or willing to send out news sources actively. For example,

*“As I know, women’s basketball is in a relatively isolated environment. It’s weird that they don’t want to get popular. It’s okay not to be friendly to the media. However, if they want to promote themselves, they may have many activities. But they don’t want to do that and they just play the games. The result is that it is difficult for us to do the coverage. They are not friendly and are not willing to promote (women’s basketball). Then why should we, the reporters, do reports for them? We don’t have to be enthusiastic for those who give us cold shoulders. That’s why the problem is getting serious.”*

(Weini Peng, Reporter of *United Daily*)

「我知道她們就是一個比較封閉的環境，很奇怪的是她們也不太想要很普及化，對媒體不友善沒關係，但如果你們想要 promote 你自己的話，可能可以推行很多活動，她們也不想，就悶著頭打完。那就變成我們很難去報導，你已經不友善了，又不是很想推廣，那我們幹麼去幫你們報導？我們也沒必要熱臉貼冷屁股吧？所以這個狀況才會越來越嚴重。」

(彭薇霓, 聯合報文字記者)

*“There is no star or recognizable player for women’s basketball. And they are not that willing to cooperate.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「女籃沒有明星或是講得出來的球員，配合度也很低。」

(郭運復, 蘋果日報體育中心助理副總編輯)

## **Suggestions for Women’s Basketball in Taiwan**

To solve the above-mentioned problems observed by the interviewees, suggestions were also offered by the interviewed reporters and editors for organizations related to women basketball promotion. Major suggestions include (1) to change the current system for more focus, (2) to put emphasis on marketing and (3) to establish media relations.

### *Change the Current System*

When all the interviewees identified the system as the problem for women’s



basketball promotion, they all provided suggestions to change the current system in order to attract more focus for women's basketball. Most of the interviewees suggested that the monopoly of *Cathay Women's Basketball Team* must be destroyed in order to radically solve the rooted problem of women's basketball in Taiwan.

*“Once there is monopoly in the environment, there will be seldom improvement. It is impossible for women's basketball in Taiwan to be competitive unless Cathay Women's Basketball Team, the monopoly in Taiwan women's basketball, gives up the idea of monopoly. Why should I cover women's basketball without competitiveness? What's the point in covering their consecutive championship?”*

(Weini Peng, Reporter of *United Daily*)

「只要環境裡有一個獨占事業的話，這個環境就很難進步。台灣女籃就是國泰，她們一天不放棄獨占的念頭，女籃就不可能會有競爭力，沒有競爭力我何必報導？一值報導她們連霸，有什麼意義？」

(彭薇霓，聯合報文字記者)

With the radical change for the system is nearly impossible, other reforms were suggested to increase the excitement of the game, including opening up for foreign players, extending the scale for the game system, holding games exclusively without men's basketball etc.

*“The problem is really resulted from the system. If there is a huge change, like forming a team to have an international series games against Japan or what, or organizing a women SBL, which we already had, (maybe it is possible to help women's basketball promotion). It might be possible if there is a fresh and different reform, like finding foreign players, to add enjoyment to the games.”*

(Yu-Long Ma, Reporter of *United Daily*)

「這真的是體制上的問題。如果體制上籃協有一個很大的改變，或是我們組一個隊去跨國跟日本或什麼的打個聯賽，或是組一個女子的SBL，好像已經有了。如果跟現在有一個很不一樣的改革，例如找洋將這類的，來增加可看性，可能可行。」

(馬鈺龍，聯合報文字記者)

*“If the games (for men’s basketball and women’s basketball) come together, either one after another or simultaneously, it is disadvantageous for women’s basketball. I think it’d be better to separate the games. Women’s basketball can have an international invitation series games for themselves, excluding from men’s basketball, with one in the first half of the year, the other in the other half. This will help the media to be more focused (on women’s basketball).”*

(Yu-Long Ma, Reporter of *United Daily*)

「如果比賽同時放在一起，前後銜接，或是同時進行的話，這樣對女子組的比賽是不利的。我個人覺得是，乾脆就分開辦，女子組自己辦一個世界邀請賽，不要跟男生併在一起。一個在上半年，一個在下半年，都可以。這樣會讓媒體更聚焦。」 (馬鈺龍，聯合報文字記者)

#### *Put Emphasis on Marketing*

All the interviewees provided the suggestion of marketing. From the media’s perspective, all the interviewees agreed that marketing would help for women’s basketball gain more attention and opportunities to be exposed in media, thus elevating popularity for the athletes, the games or even the sport. The popularity and attention among the public will thus prove women’s basketball as valuable news and attract media for coverage, resulting more attention. Thus, the benign circle will be completed. The following quotes were selected as the example.

*“I think it is possible to do marketing and heat up (women’s basketball). There must be something worth reporting for women’s basketball. There is the problem that they don’t care about management or they do care about the management, but neglect marketing. Take Taiwan Beer for example. No matter better or worse, at least more fame and exposure were received by now, which is the initial goal for marketing. So I think after all, it’s not the media who are not paying attention to it (women’s basketball); it’s the team that didn’t pay attention in managing it. So why should the media pay attention to it?”*

(Yung-Jen Cheng, Reporter *Apple Daily*)

「這些東西都是可炒作、可做的，我自己覺得。你說女籃沒有話題嗎？一

定有，國泰不想經營而已。他想經營，但不做行銷，這都是問題。你看一個台啤，光從一個零，到黑人現在帶，不管是好是壞，最起碼知名度跟曝光度暴增，對行銷而言已經達到初步的目標。所以我覺得回過頭來，不能說媒體不捧場，是球隊自己不經營，怎麼吸引媒體去捧場？」

(陳庸仁，蘋果日報體育中心記者)

*“I found that there was a serious problem in the sport world, the marketing problem. No matter for athletes or teams, they did less on marketing. Of course in the arena of sports, the performance is the first priority. However, marketing is seriously neglected in Taiwan. Therefore, I found it difficult to interview athletes when I wanted to package the athlete and do more extensive coverage. So I hope that I can give them more suggestions, or educate and inform them what the media need and that the athletes have to do to market and promote themselves.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of Apple Daily)

「我發現國內的體壇有一個滿大的問題，行銷上的問題，不管球員球隊，行銷都是非常的不夠。當然在運動競賽這個領域裡，成績絕對是第一考量的，但在國內，行銷是被忽略的。所以，我目前在採訪運動員或什麼的，我們會覺得非常困難，我們想幫他/她包裝，我們想幫他/她做一些更廣泛的報導，但是在這個情況下，碰到非常多困難。所以我希望我能在這方面多給他/她們一些建議，或甚至是說多教育他/她們一點，讓他/她們知道：第一個媒體需要什麼東西，他/她自己身為一個運動員，尤其是他/她成為一個職業運動員的時候，需要對自己多做一些什麼樣的行銷或促銷。」

(郭運復，蘋果日報體育中心助理副總編輯)

*“To attract the media, some news is made out on purpose. It depends on how you do marketing. To be honest, if women’s basketball intends to expand, there can be a decent press conference. . . . The performance can be trained in long term, but the marketing (effects) can be reached temporarily. They can have 100 days for training, but they still need one do to do marketing.”*

(Miss Dung, Editor in Chief of Apple Daily)

「妳要吸引它(媒體)，有些新聞本來就是做出來的，看妳怎麼行銷嘛。憑良心講，女籃它想要擴大的話，它可以先辦個好看的記者會。…因為妳成績可以拼拼拼，可是訓練是長期的，行銷的話可以犧牲一下，可以短暫的

去行銷一下，妳訓練個一百天，那妳拿一天去行銷嘛。」

(鄧總編輯，蘋果日報體育中心)

Though details for marketing strategies were not elaborated from the reporters and editors who were not specialized in marketing, however, the direction or possible strategies were also suggested. For example, creating star players, or providing more entertainment through media to heat up the focus for women's basketball. Suggestions from the interviews were quoted as follows.

*“In addition, they have to create star players. They can do research to promote some star players who are the tallest, the shortest, or the best. . . . They must actively participate in activities. They can't just have the press conference ten days before the game or do something else ten days after without the annual plan. It is doable to create some star players and assign them to attend activities.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「還有就是要塑造明星球員，可以去調查，最高最矮或打得最強，她們應該自己想說推幾個明星球員，…一定要抓緊每個活動，不要說我女籃就這樣，快開打前十天開個記者招待會，後十天怎樣，要有整年度的規劃，這個明星球員我先塑造她，第一我派她去哪，第二去哪，第三去哪，這是可以去做的。」

(鄧總編輯，蘋果日報體育中心)

*“The first reason might be that there is no star player in women's basketball. The so-called star players are those popular among the public. There are star players in men's basketball. . . . On the other hand, for women's basketball, we may get nothing (from the training period). Reporters can't get sources and the photo reporters can't capture something worthy during the practice since the women players don't dress attractive and they all look like men. So there's nothing for us to recommend in photos. Anyway, it is recommended that they need to do marketing and create stars.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「這可能是第一，女籃沒有明星球員，我們所謂明星球員就是大家想看的球員，可是男籃有。…那女籃我們去可能就什麼也沒有，文字記者他問不

到，那攝影機拍也拍不到什麼東西，練習的時候通常都穿得很隨便，那她們每個女生又很像男生，所以就照片上來講沒什麼好吸引我們去 push 的。所以會建議她們去做一些行銷包裝，要塑造出一些明星出來，這是一定要的。」  
(郭運復，蘋果日報體育中心助理副總編輯)

*“Once there was the entertainment program having the theme of changing styles of clothes for female athletes on Lu, Chen and others. We Apple did cover on this news as well. For Apple Daily, the newspaper with high entertainment, this kind of news is highly accepted. In hope for the exposure on media, the news with higher entertainment like feature stories is possible (to promote women’s basketball). But it depends on the willingness of the player and the coach.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「曾經有娛樂節目康熙來了做過女運動員的變裝，那次做了盧映綺、陳葦菱、還有世大運的選手，那蘋果版面也有做到這個。尤其是像蘋果日報這樣具娛樂性的報紙，對於這種接受度是很高的，如果希望曝光，這樣的人物專訪或是比較娛樂性高一點的新聞是可行的，不過就要看球員與教練團有沒有意願。」  
(郭運復，蘋果日報體育中心助理副總編輯)

*“Other aspects can be focused (for women’s basketball news), like the news about their life outside the court, or changing the style of clothes etc. The news with more entertainment is very valuable for the comprehensive newspaper like Apple Daily. With more exposure, the public will know (women’s basketball) more. And maybe, the series for theme news will be a good starting point.”*

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

「其他面可以多放心力，例如生活面、場外、變裝這類的。多一點娛樂性的話，對於蘋果日報這樣綜合性的報紙來說，是非常有賣點的，也許可以藉由這樣多曝光的機會，讓大眾多認識。也許可以從專題這方面著手。」  
(郭運復，蘋果日報體育中心助理副總編輯)

In addition, there were concerns expressed by some of the interviewees indicating that it was difficult for women’s basketball to be successfully marketed. As

the interviewees indicated, the long-term marketing and development plan and the determination in making reforms were necessary for successful promotion of women's basketball. For example,

*“Taiwanese people may want quick effects for everything. But it's impossible for sports. It's impossible for great popularity with merely the Jones Cup. Take men's basketball for an example. It takes years of efforts to host the Jones Cup for men's basketball games, or the invited teams have to be good as well. Men's basketball is also promoted with SBL. On the other hand, women's basketball is not managed well. It is difficult for the public to support the national team in the Jones Cup (without building up the audience group before).”*

(Weini Peng, Reporter of *United Daily*)

「台灣人可能很想速成，什麼都想速成。但體育這塊就是沒辦法，不可能辦一個瓊斯盃就要很熱。就像男籃，男籃瓊斯盃也不是你隨便辦就可以熱起來，也是需要多年的累積，或是你請的隊伍要好啊。平常SBL有再promote球星啊。那女籃也是，不可能說，平常都沒在經營，然後瓊斯盃說，你們來支持我們國家隊。這樣很難吧？」 (彭薇霓，聯合報文字記者)

*“I think it's difficult. It costs a lot if it is promoted all of a sudden. And one or two years of efforts may be enough. It is difficult and it takes time. The difficulty is that it takes time and nobody is patient in doing this. So it failed every time. Therefore, if you ask for breakthrough this time, then you have to know that it's supposed to be done, and it may not succeed; however, if you don't do this, there is no chance to be successful. It's too difficult.”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「我個人覺得很難，然後他突然要炒，可能本錢要很厚，然後可能會覺得，前一兩年的效果是不夠的。它很難，妳要做很久，就是因為很難要做很久，大家也沒這個耐心，所以每次都沒成功。如果妳說這次我要突破，要做，那要想說，做是應該的，但未必成功，但是妳不做，就一定不成功。因為它太難了。」 (鄧總編輯，蘋果日報體育中心)

### *Establish Media Relations*

With their experiences, all interviewees encouraged athletes or people concerned with women's basketball to build up good relations with the media. Being neglected by the media, more should be done for women's basketball to be noticed. The interviewees stated that the media were willing to maintain good relations with the athletes, coaches or anyone involved with women's basketball promotion to improve the isolated status of women's basketball in Taiwan. Two quoted were selected as examples as follow.

*“I’ve been wondering how the women’s basketball could get more opportunities for media exposure when they were not popular in Taiwan and with such terrible media relations. Women’s basketball is outside the peripheral circle in Taiwan. . . . (They) should inform the media their ideas, provide sources to media actively and see the media as friends. Most sports reporters are willing to build up good relationship with coaches and players as good friends. We all want the sports environment in Taiwan to be better.”*

(Yu-Long Ma, Reporter of *United Daily*)

「我就覺得很納悶，女籃在台灣不強勢，跟媒體關係又這麼糟，怎麼去增加曝光的機會？女籃在台灣已經是邊陲又邊陲…更該讓媒體知道你的理念，應該要主動提供給媒體，把媒體當作朋友。大部分的體育記者都很願意跟教練跟球員建立很好的關係、好朋友的關係，其實這樣最大的前提都是希望讓體育這個大環境更好。」 (馬鈺龍, 聯合報文字記者)

*“The newspaper might be interested in the training abroad (for women’s basketball). They can provide the photos spontaneously. . . . Even if women’s basketball is isolated, they can send photos to the newspaper if they are having the training. . . . In Apple Daily, photos can do a lot of things. . . . If they are having the training abroad, they will definitely get a coverage with photo once they provide photos to the newspaper. The news won’t be the top news in page all of a sudden. If there is news consecutively as the warm-up, there will be greater chance to be the top news in page. But if you (the people involved in women’s basketball) are not heating up your own news, who’s going to do that?”*

(Miss Dung, Editor in Chief of *Apple Daily*)

「如果說是國外的集訓，那報社可能就有興趣了，那可以自己提供照片啊，…如果女籃要集訓，再封閉也要寄個兩張照片，寄給報社，…，在我們蘋果體育裡面，妳只要有照片，一切好說。…如果說移訓，只要她們願意提供照片，絕對有一個圖文。不要想說一下子就要是頭題，要不斷的有圖文，先暖身了以後，炒熱了，上頭題機會就大了。那妳自己不炒熱，誰要來幫妳炒熱呢？」

(鄧總編輯，蘋果日報體育中心)





## 5. Discussions and Conclusions

### 5.1 Discussions

#### Gender Differences

Although gender differences in sports news were observed in the current study, the gap between the news coverage for both genders has seemed to be shrinking, especially in the amount and visual elements of news coverage. Some past research has suggested that the media did neglect women sports, either intentionally or unintentionally (Crossman et al., 1994; Duncan & Messner, 1994; Lee, 1992; Tuggle, 1997; Whisenant & Pedersen, 2004). The past related research in Taiwan also confirmed the emphasis on men's sports and the negligence on women's sports (洪嘉凌, 2003; 連思晨, 2008; 黃雅欣, 2005). However, the gender difference on "the amount of news coverage" found in the current study was not significant, supporting the recent research approving on the improvement of news coverage for women athletes (Cunningham, 2003; Hardin, Chance, Dodd, and Hardin, 2002; Hardin, Dodd, and Chance, 2005; Roedl, 2007).

Slight gender difference on coverage amount for the Jones Cup was shown in the current study in comparison with our standard index of 1.58, the gender ratio of actual number of games, indicating that women's basketball has proven not yet to be presented in balanced amount. Other analyses on quantity of news coverage also proved the improvement on women's basketball coverage in comparison with the previous literature. In terms of "coverage size" and "section and page placement," the news coverage for men's basketball and women's shows only slight differences. The distribution of the article size for both genders is quite balanced. It is worth noting that even 20.8% of news coverage for women's basketball was with the "rather large" size, which was slightly more than the news coverage for the men's.

With regards to the “photo amount,” women’s basketball received the balanced amount of photos with men’s basketball in that news article for men’s and women’s basketball both contained 1.417 photographs respectively in average. Moreover, 83.5% of news for women’s basketball contained one or more photographs, winning men’s 74.7%, indicating women’s basketball is not neglected in photo providing. However, significant gender difference was found on the detailed approaches of photo presentation – “the capture frame emphasis of the photo,” in which appearances of women players was identified with more emphasis than that of men players. In addition, in terms of “uses of tables,” the average table size of women’s basketball was also smaller, implying that women’s news articles contain less information than men’s news articles.

The reasons attributed to the shrinking the gender difference gap between men’s and women’s news in quantity categories might be the expansion of pages in newspapers. With more pages for coverage, the entry boundary for news to be reported is lowered. Under this circumstance, though significant gender differences in quantity of news were not shown, it didn’t mean that there was “real gender equity” in news reporting. All the interviewees admitted that during the news production process, men’s basketball news held the priority to women’s for getting coverage in the newspapers. In addition, they also indicated that men’s basketball news would be more likely to be expanded with different kinds of news like “critic’s words” or “fan’s area,” implying that men’s basketball news contained more focuses and more various types of news, such as critics which were excluded from the samples in the current study. Therefore, the insignificant gender differences in statistics did not mean that gender equality was achieved in the news coverage for men’s and women’s basketball in the Jones Cup.

In addition, to be contradictory to the past research, the results for “source” have

shown opposite results in that women's news articles often included more sources. In addition, women's basketball news tended to receive more positive coverage than men's with significant difference. However, the results can not be interpreted that women's basketball was considered better and approved more than men's basketball. During the interviews, it was easily found that reporters and editors still considered men as better than women in sports performance.

The results of more positive articles on women's basketball might be attributed to the better rankings and more winnings of the women's basketball teams in the Jones Cup. Though the Chinese Taipei Women's National Basketball Team usually ranked as 1<sup>st</sup> or even 2<sup>nd</sup> in the Jones Cup, the interviewees did not recognize the rankings as good performance since there were fewer and "not that better" competitors. The interviewees all perceived women players as inferior to men players no matter the outcome of the performance, indicating the gendered values influenced by the social values. Moreover, the negative comments on Chinese Taipei Men's National Basketball Team could also be attributed to the higher expectation that the people held on men's basketball. Therefore, the more positive coverage on women's basketball indeed shows a sense of improvement in news for women's sports, but the gendered ideology were still not eliminated clearly and potential gender differences were still embedded in the news coverage.

### **Gendered Ideology**

The results of the current study responded to the past research in that women sports were also found to be described with more lopsided, stereotypical contexts that portrayed female athletes as over-feminized and less powerful, either physically or mentally (Hardin & Whiteside, 2008; Kane, 1988; Messner, 1988; Weiller et al., 2004; 連思晨, 2008) and *stereotype* and *symbolic dominance* were still identified in sports news coverage for women.

*Emphasis on Gender Features* The existence of gender stereotype was found in “emphasis on gender features” for women’s basketball news in the present study with significant gender difference, indicating that the editor tends to link the news with women’s socially-constructed features when writing the title for women’s basketball.

*Formulae of Exclusion* In terms of *formulae of exclusion*, the present study revealed that women’s basketball received more news coverage with exclusion than men’s basketball by 5%, indicating that the news coverage was slightly more lenient and less critical for women’s performance and gave more excuses for the mistakes that the female basketball players made. However, the issue deserves consideration for the doubt that being lenient and less critical for the female players may be another form of depreciation for women’s sports ability.

*Symbolic Dominance* The study on *symbolic dominance* contained the examination on the application of strategies for *gender-marking*, *infantilization* and *sexualization*. Results from the current study proved again the existence of *symbolic dominance* in sports news, responding to the past literature (Blinde et al., 1991; Daddario, 1994; Duncan & Messner, 1998; Halbert and Latimer, 1994; Higgs and Weiller, 1994; Messner et al., 1993; Weiller et al., 2004; 洪嘉菱, 2003; 連思晨, 2008; 黃雅欣, 2005).

Furthermore, the current study found that *gender-marking* and *infantilization* were often applied simultaneously in news coverage for women’s basketball. For example, “*long-legged girl* (長腿妹)/ *Australian girl* (澳妹)” was referring to the Australian women basketball team and “*Taiwanese girl* (台妹)” for the Chinese Taipei National Team. Results have also identified the presence of gender bias with significant gender difference in sexualization. Therefore, though examples of the better reporting patterns were also suggested with the standard of putting emphasis on

sport performance for female athletes, they are not the best solution to eliminate gendered values.

## **News Production**

### *Individual Influence: Reporters' Personal Values*

Through the interviews, it was found that the interviewees generally held the perception of inferiority of women athletes. Some still considered *gender-marking* and *infantilization* as the normal approaches in news coverage for women's sports. However, there has been improvement because some of the interviewees indicated that adjustment in *gender-marking* and *infantilization* had been made during their work in order to present women's basketball fairly without gendered bias or depreciation for women athletes. Some reporters agreed that there was no need for *gender-marking* and it was inappropriate to apply *infantilization* in news coverage for women's sports. However, *sexualization* was not only present, but also recognized as a common, or even an effective approach in news coverage on women's basketball in order to attract more attention from the readers.

The gender proportion of reporters in the current study may not be representative since only one female reporter was found in the news articles among the three newspapers and only one female reporter and one female editor were interviewed. However, a serious problem was reflected for the newspapers in Taiwan in that female reporters or editors were greatly fewer than male ones. It is not surprising to find news articles with gendered bias and gendered values with the great difference in the gender proportion of reporters. The unbalanced gender proportion of reporters in newspapers remains while more female correspondents emerge on TV news. The possible reason may be the features of the media in that TV news requires female correspondents with "good appearances" to attract more attention while newspapers

do not have the need to do so, which leads to the gender stereotype of sexualizing women as well.

In addition, through the interviews, the female reporter and editor were also found to hold and accept gendered values, to attribute the gendered values to the social consensus and not to break the gendered bias in both the news production process and the news articles. Though there were the struggles and contradictions between the values the newsroom and the ideology of not negating women themselves, the female reporters and editors both chose to compromise and accept most of the gendered values at last, reflecting gendered values in the final outcome—the news articles.

In terms of self-identification of the news staff, for those interviewees who consider themselves as merely the channel of message delivery and the ultimate task for them is to fairly and truly present the news, the function of news on education was depreciated while the function of entertainment was highly emphasized. On the other hand, for those reporters who regarded themselves as responsible for making the sports environment better, the ultimate goal is to improve the sports environment in Taiwan. However, due to the limits from the newsroom operation and social influence on the reporters and editors, what they could achieve in realizing “gender equality” in the news coverage is really limited even for those who considered being more responsible in solving the problem of gender differences in news coverage.

#### *Organizational Influence: Newsroom Operation*

As reported in the last chapter, great gender difference was shown in the news production process while the women’s basketball was considered as not as important and popular as men’s basketball by the higher level of authority, the “higher level (上面)” or “officer (長官)” called by the interviewees. Although during the interviews,

most interviewees asserted that there was autonomy and room for negotiation in the newsroom for news coverage on women's basketball, it was found that the reporters and editors accepted the gendered values or principles stressed by the newspaper unconsciously, thus easily resulting in gendered news.

In terms of the media role, from the results from the content analysis and interviews, the difference of the media roles among the three newspapers were identified with clear differences. Though widely considered as biased with a negative image, *Apple Daily* actually was found to contain more balanced amount of coverage for both genders and fewer gendered values for sports news in the current study. The interviewed reporters and editors of *Apple Daily* all admitted to hold gendered values and to be influenced by the profits-seeking principle of the newspaper. However, at the same time, they also tried to avoid being gender-biased in news coverage and women's basketball news was more easily to get covered with the relatively more page place in *Apple Daily* in comparison with other newspapers. *United Daily*, limited to the small page space for sports, was found to present more gender differences in quantity. However, the content of sports news was quite neutral for both genders and symbol dominance was less applied due to its feature as being conservative and modest. *Liberty Times* was found to be the newspaper containing most gendered news in the current study no matter in quantity or in quality.

#### *Social Influence: Social Consensus and Media's Role*

The general gendered ideologies studied in the previous research, such as inferiority of women's sports ability or symbol dominance were all identified during the interviews, proving that the social consensus influences reporters' thinking, leading to the possibility to further reinforce the common gender ideology in sports news.

For the media's role, the role as the educator or the justice was no longer emphasized and recognized by the interviewees and the social responsibility of the media seemed no longer to be the only or most important consideration for the reporters and editors. With this transformation of media's role, both challenges and suggestion were offered by the interviewees.

### **Challenges & Suggestions**

From the interviews, it was found that the reporters and editors generally thought they had made enough efforts in improving women's basketball news. Though they all admitted that there was the gender difference in the coverage amount for both genders due to the page space or the consideration from the higher level of the newsroom, however, they indicated that there was no significant difference in the approach and time to cover men's and women's basketball news. Overall, all interviewees considered the current situation of gender differences in basketball news as normal and appropriate. Therefore, instead of finding their own problems in solving the existing gender differences in news coverage, the interviewees all attributed the problem to women's basketball teams or the authority responsible for promoting women's basketball.

There are a few consensuses among the interviewees that the game without excitement and suspension was hardly considered as the content of the valuable news. In addition, the small audience made the women's basketball news hardly considered as the valuable one. The most serious problem pointed out by the interviewees was the poor media relations for women's basketball in Taiwan with the closed and isolated system.

In order to solve the problems mentioned above, the interviewees also offered suggestions for the people involved with promotion of women's basketball to make a



breakthrough for women's basketball to receive more, better, or balanced coverage. The suggestions include: (1) to change the current system, (2) to put more emphasis on marketing and (3) to establish and maintain good relations with the media.

## **5.2 Conclusions**

Although the goal of having balanced coverage for women's basketball is still not achieved, there has been improvement with more coverage on women's basketball in newspaper in terms of amount, coverage size, photo providing etc. In other words, quantitatively, news coverage on women's basketball has greatly improved in comparison with data in the previous literature. However, qualitatively, the gendered values proved in the past research, such as infantilization and sexualization, still exist and are embedded in sports news nowadays.

It is difficult to judge objectively whether a certain thinking is right or wrong, good or bad. It is even difficult to change one's thinking, especially the rooted ideology having been recognized by the public for a long time. Thus, gender ideology prevails. On top of that, with limitations in newsroom while the newspaper's function of education being outplayed and replaced by the function of entertainment with the profit-seeking orientation in order to satisfy the major public, promotion for women's basketball, or for other activities of minorities is like a herculean task.

However, there is no need to extinguish the gender ideology and to prove its necessity of existence in order to promote women's basketball with the current conditions. With the intention of promoting sports, or activities of minorities, what women's basketball needs the most now are opportunities of media exposure in order to increase necessity of the public. With improvement already made in newsroom where the current limitations are not likely to be lifted in the near future, the most efficient yet fundamental way for women's basketball to gain more popularity is to act spontaneously in promotion.

From the media's perspective, the new and better women's basketball system, marketing strategies, and good media relations are the cure. For those concerned with development and promotion of women's basketball, it is a feasible approach to make good use of the characteristics of newspaper nowadays and cater to the taste of the contemporary media by presenting freshness, focus, fun and unique features of women's basketball in order to increase media exposure. Thus, newspaper, the falling yet evolving media commonly considered as the channel of message delivery, will not only serve as the mirror reflecting the image, but the magnifier showing the world of women's basketball to the mass public.

### 5.3 Future Research

The current study has some limitations that should be addressed in researches in the future, thus tentative research directions are suggested here. The biggest limit of the current research is that only the news contents were analyzed and the environment and the system were not included. The current study failed to consider and analyze the fundamental gender differences in the system and the game structure which is the origin of gender discrimination.

Another limit is the gender of reporters found in the current study. As there was only one female reporter and 18 male reporters in the samples, which may not present the overall population, the variable of reporter's gender was not analyzed in content analysis. Therefore, the influence of reporter's gender on the sampled news articles was unidentified.

In addition, though there were samples from three newspapers included in content analysis, there was no reporter or editor from *Liberty Times* to be interviewed because the author couldn't reach the news staff from *Liberty Times*; viewpoints of the news staff was from *Apple Daily* and *United Daily* only. Therefore, there is the

limit to provide a comprehensive analysis since the results from content analysis concerning to *Liberty Times*, such as factors influencing the gendered news, were not explained or identified.

The current study puts the focus on the Jones Cup men's basketball and women's basketball news coverage during 2007 to 2009. Though annually held for more than 30 years, the Jones Cup is not considered as a large-scale series games with the game period shorter than one month in average. Other long-term games of other sports are recommended for the future research in order to more thoroughly understand the gender difference of news coverage, the factors behind it and the suggestions for better and fair coverage on women's sports. In addition, the examination of the points differences can also be analyzed to serve as the index to examine whether a game is exciting or with suspension or not, and thus to examine whether women's sports are really less exciting than men's.

The current study focused more on the women's basketball news for the gendered representation with the purpose to improve the gendered bias occurred in sports news. Therefore, only the examples of better reporting patterns for women's basketball news and the gendered representation in men's basketball news was not analyzed. In addition, the analyses for gender differences among newspapers in the current research were selectively conducted for those categories shown significant difference, thus the analyses were not comprehensive. It is recommended that analyses for gender differences among newspapers to be fully conducted to have better understanding on influence of each newspaper with distinct principles or styles. In addition, for future study, the author recommends a study to look at other media platforms, such as the newly emerged internet news. With the advanced technology, the environment of media is evolving all the time. As the future main stream of news broadcasting, online news may influence the public more than newspaper does.

## Appendix 1: Coding Timeframe

Year	Item	Game Period		Sampling Timeframe	
		Men's	Women's	Men's	Women's
2008 (30 <sup>th</sup> )		Jul. 9-19	Jul. 19-25	Jul. 2-26	Jul. 12-31
2007 (29 <sup>th</sup> )		Jul. 1-11	Jul. 10-18	June 25- July 18	Jul. 3-25
2006 (28 <sup>th</sup> )		Jul. 7-17	Jul. 16-22	Jul. 1-24	Jul. 9-29
2005 (27 <sup>th</sup> )		Jul. 22-Aug. 1	Jul. 15-21	Jul. 15-Aug. 8	Jul. 8-28
2004 (26 <sup>th</sup> )		Jul. 23-Aug. 2	Jul. 17-22	Jul. 16-Aug. 9	Jul. 10-29



## Appendix 2: Coding Sheet

### BASIC

(V1) No.:

(V2) Date:

(V3) Headline:

(V4) Paper: 1. *Apple Daily* 2. *United Daily* 3. *Liberty Times*

(V5) Size:

(V6) Section:

(V7) Placement: 1. Up                    2. Middle                    3. Bottom

4. Right                    5. Left

(V8) Subject gender: 1. male only

2. female only

3. both male and female, but male > female

4. both male and female, but female > male

5. both: =

99. others or can't tell

(V8.2) Subject nationality: 1. CT

2. foreign

3. both: CT > foreign

4. both: foreign > CT

5. both: =

(V8.3) Journalist gender: 1. male

2. female

3. can't tell

(V9) Story Type

1. Straight news

2. feature story

3. commentary (stop the coding process)

(V10) Main content

(V10.1) Directly related to the game:

1. yes (pick one in V10.1.1)

2. no

(V10.1.1)

1. game report/ records
2. game forecast
3. commentary for the game

(V10.2) Irrelevant to the game:

1. yes (pick one in 10.2.1)
2. no

(V10.2.1)

1. technical analysis
2. player feature story/ status
3. promotion for the game
4. personnel/ game affairs
5. other issues irrelevant to the games
99. other or can't tell

(V11) Source (Check all that apply)

1. coach(s)
2. player(s)
3. critic(s)/scout(s)/ staff from basketball association
4. fans (gender: 40-male 41-female)
99. others

(V12) Tone

1. positive
2. negative
3. neutral

(V13) Performance emphasis

1. individual
2. teamwork

## **Picture**

(V14) With picture(s) or not

1. with picture(s)
2. no picture(s)

(V15) Picture size

(V16) people included

1. one
2. 2~5
3. more than 5
99. none

(V17) action

1. active motion
2. still motion

(V18) angle

1. close up
2. medium shots
3. long shots

(V19) caption frame

1. appearance/ attire/ expression only
2. sports performance only
3. appearance = performance
4. appearance > performance
5. performance < appearance
99. other or can't tell

**Uses of Table(s)**

(V20) With table(s) or not:

1. with table(s)
2. no table(s)

(V21) Table size

(V22) Table content:

1. team score
2. personal score
3. team performance statistics in a single game
4. personal performance statistics in a single game
5. team performance statistics in previous games

6. personal performance statistics in previous games
7. game schedule
8. others
9. comprehensive
99. none or can't tell

**Gendered coverage indicator**

(V23) Description of player features

1. masculine features
2. feminine features
3. none or can't tell

(V24) Attribution

(V24-1) ambivalence

1. yes
2. no

(V24-2) agency of successes and failures

1. Win because of

- 1.1 self competences
- 1.2 luck/ others' incompetence

2. Loss because of

- 2.1 self incompetence
- 2.2 others' luck/ other's competence/ uncontrollable factors irrelevant with self competence

3. No agency

(V25) Formulae of exclusion

1. yes
2. no

(V26) Symbol Dominance

(V26.1) gender marking (title)

1. yes
2. no

(V26.2) infantilization/ hierarchies of naming

1. yes
2. no

(V26.3) sexualization

1. yes
2. no



### **Appendix 3: Interview Protocol**

**Hello, I am a graduate student from National Chengchi University.**

**I'd like to invite you to participate in my research project about the reporting process of sports news and the representation of athletes. It is very important for us to learn your opinions. The interview will take approximately 40-60 minutes. Your responses during the interview will be strictly confidential.**

**Thank you very much for your time and support.**

The interview questions will focus on the following four main issues:

#### **Background**

- What's your position?
- What's your daily job and your job responsibility?
- Please describe your related working experiences.
- What's your major for degree?
- What are the trainings related to journalism you've had?

#### **Editorial Process**

- Please describe the process of reporting sports new, like the daily schedule.
- What kinds of sports do you like to report? Why? How about basketball?
- What kinds of sports do you usually cover?

#### **Organizational Factors**

- How do you decide which news you are going to report?
- How do you decide the title of the news story you are going to report?

For reporters only

- How do you feel when your news story is corrected or rejected?
- How can you do if your news story is corrected or rejected?

For editors only

- What are the factors that make you decide which kinds of news story are worth reporting, i.e. commercial reason?

### **Thoughts about Gendered Coverage**

- Do you cover sports for both men and women?
- What is the difference in reporting men's and women's sports news?
- According to the current study, there are gender differences in sports news, do you agree? What do you think of it?

### **Exploration of Solutions**

- Why do you think there are or might be gender differences in report sports?  
(gender of the reporter, organization influence, editor's preference, perception of low audience interest)
- How do you think gendered coverage may be changed?
- Have you taken any related courses/education? How could that help in dealing the problem we are talking about?
- How can professional workshop, training at work or held by a journalist association (a member of jour. association) help with the situation we've confronted now in gendered news?

## Appendix 4: Selected Interviews Transcription

### Interview I

訪談對象：廖柏璋，蘋果日報體育中心記者(Peter Liao, Reporter of *Apple Daily*)

時間：2009年11月3日

地點：蘋果日報體育中心辦公室

- 簡述相關背景經歷  
廖：新聞系畢業，10年年資，有待過其他單位，但一直在體育線，主要跑籃球。
- 簡述例行工作  
廖：國內部份：採訪、報導。  
國外部份：綜合外電、報導（不僅止於翻譯）。  
目前蘋果籃球線有四個人。
- 簡述工作流程  
廖：下午兩三點會出稿單，開會整合後依照版面分配各項運動。
- 認為這項工作自主性高嗎？  
廖：基本上都可以寫自己想要寫的東西。長官比較為難，不會是編輯。長官可能會覺得你寫得不好，或是寫得不是他想像中的樣子(與稿單不同)。長官可要求重寫或進行修改。
- 這種情況常發生嗎？  
廖：各報社不一樣，各記者狀況也不同。我的部分比較少，偶爾會有。
- 當面對要求不想妥協時，如何反應？  
廖：通常是會妥協。不過當然是會溝通，試圖說服長官，長官ok就ok。如果說服不了，記者不是部落客，領人薪水，當然還是得按照長官的方式去執行。
- 喜歡運動嗎？  
廖：本來就喜歡籃球，做這個工作算ok、算喜歡。一開始比較有興趣，做久了都是工作。

- 標題也是您負責的範圍嗎？  
廖：標題是編輯下的，長官審稿、編輯下標。內文長官可以改，記者只純寫稿，排版是美術編輯，標題是文字編輯。
- 您認為什麼是值得報導的新聞？  
廖：讀者想看的新聞就是值得報導的新聞。我們在蘋果就只有這個準則而已。
- 那您有看過有問題的新聞嗎？  
廖：很多。
- (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎？  
廖：(看到蘋果)再次強調，不會是編輯要求寫什麼，是長官要求寫什麼。不常會覺得有問題的，因為稿單是自己報的、自己提的。有的情況是長官指定要寫這個，如果覺得沒有價值，也可以不溝通就寫，領薪水就做事。但也可以溝通，長官可能說服你告訴你價值在哪，也可能是你說服長官讓他知道這沒有價值。  
廖：(看到別報)看到很多報報導的新聞感覺沒有價值。每個報社原則不同，有些是記者想報，或是跟受訪者關係好。有一種新聞不見得是讀者想看的，但是是讀者需要的，例如有社會教化的。以前學新聞有觀念說，媒體要教育大眾。有些記者會覺得需要有這種新聞，但以蘋果的原則來說，我們就不會做這種新聞。
- 那您在報導寫作上會想傳達什麼給讀者嗎？會比較客觀還是主觀來寫作？  
廖：還好。覺得客觀字眼會很模糊。有些體育新聞，很客觀會變得很 boring，只是組合一堆新聞給讀者，沒有給結論，所以把一些想法放進新聞裡面會比較有趣。
- 您認為好記者的特質是什麼？  
廖：呈現讀者想看的東西就是好記者。
- 採訪時，男女比重如何？  
廖：男生比較重，因為讀者比較想看。採訪花的時間，不會特別有差異。要看當天的新聞量，如果今天需要一個版的量，那男生花的時間就會多。
- 若男女賽程有重疊？  
廖：會以男生為主，因為男生比較多人看。
- 男女版面有差異嗎？

廖：蘋果版面，男女給的資訊都差不多。若是沒有碰在一起，資訊就會差不多，要是賽期重疊，男生就會多一點。

- 女生好像比較少花邊新聞？

廖：也不見得，女生有時候花邊新聞還比較多。

- 女籃賽前報導比較不多？

廖：因為沒有什麼好報導的。

- 她們也不會主動嗎？

廖：不多啊。因為沒有新聞，有新聞才要報導啊。

- 那男籃賽前練習為何會有報導的空間？

廖：這東西比較簡單，因為你可以知道讀者有關心，就得去做。如果不做，就會有讀者寫 mail 或是打電話來關心為什麼沒有報導。

- 那會有人抱怨女生報導少嗎？

廖：還是有，會做一點…也不是改善啦，就是如果讀者有這個需求，去滿足他。

- 男女報導手法上會有差異嗎？

廖：手法上會有些許差異。不用說男女，不同球員都會有不同採訪方式。女孩子的賽事跟男孩子相比，好看度沒有這麼大，球迷不會去體諒女孩子灌不到籃或跑比較慢。我去看就是要看精采的球賽，我只是讀者，不會去顧及男女平等。女生勢必不能想男孩子一直強調有多精采、跑得多快、灌籃多帥，那些球技面的沒那麼強調，因為讀者可能不 care，因為讀者真的覺得女籃也沒有你講得那麼厲害。所以女孩子會比較多一些花邊新聞，比較軟性的角度，寫一些她們的故事啊，或是長得漂亮也是一個…

- 與其他報社相比，蘋果的男女差異不那麼明顯，他報使用泡菜妹，有什麼看法？

廖：可能是湊巧那天而已。她們本來就是走一個比較通俗本土的路線。也沒有所謂的好與不好，這就是她們的風格，你沒講我也沒注意。我覺得還好耶，很正常，因為你講的可能是比較藝術美學的部分吧，我們比較 care 的是說新聞的部分，比較不 care 字眼，或公不公平。我不覺得有什麼不妥。

- 以其他運動來說，網球女性鎂光燈焦點似乎會比較多？

廖：其實我覺得，網球是比較平衡，沒有女生多過男生的現象。因為這是一個很現實的問題，男孩子打籃球比女孩子好看很多，真的好看很多。男女網的好看程度相差不遠，或許女不好看一點，不過有一些長得美，或是穿得比較清涼一點，就可以補足分數。

因為籃球是很強調速度跟爆發力的運動，但是女孩子在這方面就很吃虧，跟男孩子比就是不公平啊。像體操，男孩子再怎麼好都不會比女好看，因為體操是強調美感的，籃球沒有再強調美感的。我覺得是性質的關係，不是社會上的價值問題。

- 那覺得女籃在這部分有辦法做什麼改善嗎？

廖：我覺得籃球這部分，除了女賽事競爭強度差，還有一個很大的問題。台灣女籃是一個很有問題的環境，能正面報導的東西不多，沒有那麼多東西可以報導。

如果女籃環境，不用比中華職棒，跟 SBL 比就好，不要經過炒作，現階段看球人數就有差，有沒有轉播又是一個差別，WSBL 是沒有的。所以有時候不是我們去判斷，我們只是去衡量社會大眾對這個東西的判斷，然後再去決定要怎麼報導。

## Interview II

訪談對象：黃建仁，蘋果日報體育中心記者

(Maddux Huang, Reporter of *Apple Daily*)

時間：2009 年 11 月 3 日

地點：蘋果日報體育中心辦公室

- 請簡述相關背景

黃：台大地質系，有興趣轉新聞。1998 開始在中時晚報，一直都是體育線，進蘋果，才走籃球線。符合興趣，平常也喜歡籃球。

- 簡述工作流程

黃：原則是找有人氣的隊伍，例如台啤、裕隆，讀者想看的球星，像陳信安、田壘、林志傑。除非比賽有衝突，不然大多找球迷會想看的。瓊斯盃的話，就是以中華隊為主。還有台灣球迷關心的，多半是韓國或日本。

我們會切割分配工作。以 NBA 台北賽重要比賽總冠軍為例，有人寫賽況、有人寫週邊例如焦點人物（投進關鍵球、影響大局）、吉祥物、球迷（拿加油棒），再去分。

- 寫完需要上級審核嗎？

黃：要。我們這邊是副總編輯，他休假的話是由採訪主任代班，審稿之後，再到編輯那邊下標題。

- 送上去常會被修改嗎？

黃：比賽七點，兩三點就要傳回來稿單，主管會叫你去寫哪個方向。應該都會認同，不太會有衝突。

- 認為工作上自主性如何？

黃：很高。自己可以去發掘，五六點就提早去看有沒有有趣的東西可以寫。

- 什麼樣的新聞值得報導？

黃：蘋果屬性的話，衝突應該是一定要報的。以我本身來說，我在蘋果上禮拜觀護盃，雖然說比賽規模不大，而且今年規模又縮小，但幾乎每天都有爆點，第一天罷賽，五天都有人打架。在蘋果，當然要找這種有衝突性的來寫。

- 工作上，中時跟蘋果有差異嗎？  
黃：有。像蘋果就是以衝突為主，焦點擺在一兩個比較夯的。中時主要就是寫比賽，比賽最主要，衝突只是裡面的一部分，不用去著墨太多。在蘋果就要去問到當事人。
- 個人比較喜歡哪一種？  
黃：主觀的說，其實都還好耶。在蘋果比較能發揮，有時候會有一些系列報導，給的版面會比較多。像過年過節，有時候需要做版面，就要去做信安林志傑怎麼健身怎麼過年。在報導過程中比較能發揮，彈性比較大，也比較能展現自己的興趣。
- 那報導當中可以有自己的想法嗎？  
黃：會跟攝影討論，看呈現要做什麼專題。例如林志傑健身、過年會炒什麼菜。不是球場面、技術面東西。比較把他們當球星當藝人。
- 會想做是因為讀者想看嗎？  
黃：我們有朝這個方面去做，跟攝影討論，怎樣讀者會想看想收藏。
- 認為好記者的特質是什麼？  
黃：該去第一線就要去第一線，要及時。有衝突，兩方面說法都要聽，最後做出一個判斷。還要追根究底，甚至球場上A打B，B會受訪，A會生氣離開。但我們就是要公平呈現各方說法，這算重要。
- 報導過程中，男女的差異為何？  
黃：女生在我們這邊比較不受重視。這有兩層面，第一，籃球強調投籃準度、爆發力、灌籃，女籃沒辦法呈現這種動作。女生命中率可能比較高，但沒有切入灌籃、打火鍋這種。而且，天生的身體素質就差很多了。再來是在台灣，掌權的國泰隊教練對媒體不是很友善，王冷對媒體其實也不是很友善。

06、07年對教練(洪鈴瑤)有改觀，亞運第一場贏韓國，那年拿到亞運第二，她從第一場到最後一場都侃侃而談。07年她本身也每一場都願意說。印象中只有這兩次對媒體比較友善，其他瓊斯盃拿冠軍，也對媒體不友善。記者會上大家可能不好意思發問，私底下再發問，大家習慣用聊天的方式來採訪，但洪離開記者會原則上就不講。



這次去印度亞洲錦標賽，我有填出賽單，但長官覺得，成績應該也不會太好，所以不需要去。甚至印度有時差，趕不上截稿，或是中華打泰國或印度這種應該會贏的，就直接不用寫了，那天就空著都沒關係。

● 在報導瓊斯盃男女籃之間的差異為何？

黃：女籃隊伍少，相對給的版面就頂多給一個，兩場或三場，甚至大概 2/3 版。男籃隊伍多，今年又多光華隊，亞洲大家喜歡伊朗日本韓國，可能會做到 1 到 1.5 個版。比較多重點，也比較精采。女籃可能一條比賽稿打死，寫說關鍵人物藍瑞瑜、林惠美或錢薇娟，可能一條稿子就寫完。男籃的話，比賽稿寫、勝敗關鍵寫、教練的話寫、信安或田壘表現特別好就拿出來寫焦點人物，或是再用一篇來寫球評，評論今天打禁區成功不成功、或是控衛太弱啊，會擴大來寫。例如 N B A 台北賽，我們有四個人可能會分，各隊寫兩個焦點人物，場邊還要再寫大鳥、或是吉祥物灌籃。

● 會造成男女兼報導差異最大因素為何？

黃：籃協主事者也有關係。因為主事者對女籃虛應故事，隊伍四到六隊，規模就這麼小，去年還傳出停辦。今年本來拿到亞洲錦標賽主辦權，又不要。其實主事者的心態也有關係，因為她們認為男籃比較有錢賺，報導也跟這個趨勢走。

● 所以女籃不主動釋出採訪機會，而男籃會嗎？

黃：其實就只有國泰而已。那男籃會釋出額外消息，賽前賽後、特訓。消息人物只要打給他，他都會主動來說。男籃比較主動放消息，跟媒體關係比較良好。

● 那在排版或文字應用上，手法男女有差嗎？

黃：其實差不多，只是男生會多幾個焦點。

● (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎？

黃：(看他報)照片太小，可以放大一點。他們習慣用台灣，而不是中華隊，因為報社的政治政策。版面上蘋果比較會有花俏 logo，視覺上要舒適、漂亮。花絮我覺得寫太多，原則上兩百字就好，因為讀者注意力停留可能看一段兩段跟標題，不用寫這麼多。標題用泡菜妹、台妹、櫻花妹這要多一點思考，需要聯想，不夠直接讓讀者反應。這樣其實各有優點，優點是，想一想覺得沒錯，比較生動。

- 覺得標題上突顯男女的手法如何？

黃：不需要強調 賽事這幾天就是女生，讀者懂就好。其實女籃賽事打五天休一天，接下來都是男孩子，應該不會很難辨識。

- 有人批評女籃在報紙上被忽略，或是稱呼球員泡菜妹或台妹很難聽，你覺得呢？

黃：其實少數讀者的聲音還是要聽。稱謂淺顯易懂就好，大家看得懂就好，我是這樣認為，有直接傳達到新聞想要的重點就可以。

我們知道女生比重是比較少，有讀者反應，但最近比較少，以前她們有留言或是讀者投訴，可能最近網站版面改了，讀者投訴好像取消了，好像最近比較沒有抱怨。

有比賽如果表現好，我們還是會報。像現在亞洲打第四名，大家本來就認定應該是第四名，要是打好一點，大家就會注意。

- 表現上來說，女籃成績比男籃好，會對男籃有要求嗎？

黃：像亞洲錦標賽，亞洲實力強，男籃前八強就不錯了。可以贏韓日菲就很好，看有沒有在用心，要看比賽內容。對女生的話，有好表現還是會忠實呈現，不會忽視女籃的好表現。

- 推到其他運動，例如排球、網球，男女差異好像比較少，任何原因為何？

黃：其實你看，全世界應該都是重男輕女。排球的話，跳躍跟扣殺的能力，男排還是比女排好看。女排有世界大獎賽，而且女排可能因此焦點多吧。有的臉蛋漂亮、身材高挑修長。雖然男排實力也是比較好，但媒體著重在不同標準。台灣好像比較重視女網，因為成績不錯，那年亞運甚至前三名。

- 其他運動有辦法把男女推齊的原因？

黃：比較像是外在因素，網球也差不多。籃球技術面上就有差，又沒有什麼點可以把籃球的熱度拉起來，再加上教練團對媒體不友善，主事者也比較不用心。

- 想要多報導女籃可能會碰到的困難？

黃：女籃的比賽本來就少，可能就那一兩個月，需求也少。照片呈現的張力也不太夠，像男生灌籃很好拍很有張力。也沒有其他的焦點。沒有支持群眾、技術面上也有困難，實力上男女有差，其他點又找不到可以來補足的。除了國泰，其他教練很樂意跟媒體接觸，但可能她們的成績就是那樣(不夠好)。

### Interview III

訪談對象：陳雍仁，蘋果日報體育中心記者

(Yung-jen Chen, Reporter of *Apple Daily*)

時間：2009 年 11 月 3 日

地點：蘋果日報體育中心辦公室

- 簡述背景

陳：一開始當記者一年半在麗台運動報，然後轉到行銷去，在東森羚羊，之後又來蘋果一年半，至今工作經歷是差不多七年半。大學學的是新聞，研究所念師大運動行銷所。記者工作到現在都走運動線。

- 認為工作上的自主性如何？

陳：還 ok。跟麗台比，這裡有點限制。在這裡，長官有要求。畢竟這裡壓力比較大，包含長官承受的壓力比較大。長官的取向、還有我們臆測讀者需求的方向，都要考量。所以不一定盡如我意，想怎麼做就怎麼做，比較要配合讀者要的，或是長官要的。

- 內容常會被改嗎？寫稿彈性如何？

陳：我覺得長官改稿是他的權利。除非意思完全不對才會溝通，不太會有衝突我不大有意見。

- 認為好新聞的特質是什麼？

陳：大家都想看的新聞，就是好的新聞。我一直在想的也是，大家是想看怎樣的新聞，把自己假設成一個讀者的身分，而不是專業運動人的腳色，來去找採訪重點。

- 在男女瓊斯盃報導上會有差異嗎？

陳：男女報導都有做。有差異，份量不一樣。我覺得，不能講公司，我都放大看是，就是女籃沒有市場，所以我們有版面限制的話，沒有必要花太多的篇幅著重在這個上面，對我來說是浪費，對公司來說也沒有績效。我不能說沒有讀者，但我們有的是大眾化的路線，所以我們要去迎合大眾的口味。所以我不可能針對一些小眾市場去做東西，所以篇幅就會受限。

- 那麗台呢？

陳：麗台可能會比較好一點，但一樣都有重男輕女的現象。這個沒辦法，在台灣市場上就是這樣子，不只在寫作報導方面，在觀眾數方面也是有很大的差別。其實我覺得蘋果已經是一個比較能帶動流行的媒體，他是可以去炒一個話題、或是去做一個人物出來的。但是問題是，如果真的要針對瓊斯盃男女籃來看的話，蘋果就算使再多力，成效也有限，因為女籃的問題有太多。

我會覺得說，有沒有必要去這樣做？站在蘋果的立場，我不知道高層的想法，但公司只願意給我幾百字的空間（寫女籃），幾千字寫男籃，那就是這樣做。

- 覺得會有改善的空間嗎？

陳：我覺得，你的議題我會覺得應該是這樣講，所謂的改善或不改善，當然媒體有所謂的社會責任，但蘋果真的是一個營利事業，我沒有義務也沒有要去幫你女籃做點什麼事情。如果這樣做，就是做慈善，蘋果一樣有慈善基金會，這樣沒有必要。

這不是只有蘋果日報，或是媒體要去做的事情。有熱度，媒體自然而然會去跟，例如王建民，最後一窩蜂在追。你女籃要是沒有辦法塑造出一個熱度的話題，或是一個讓人願意親近的形象等等。有很多因素，那我們也沒有必要硬要做，成效也不佳，裡面也挨罵，何必咧？

不能說沒有必要，有的時候我在跑的時候，我也會覺得她們很可憐，很想幫她們多寫一點。但問題是，可能第一個，公司版面有限制。第二個，媒體頂多只是塑造一種輿論的壓力、或是一些同情的輿論，但是，有沒有辦法實際上幫助你這又是另一回事。雖然我有心，但我不一定幫得動。其實關鍵不是在媒體，而是在他的球隊、或是他的教練等等。所以我覺得有時候我會想多幫她們說一點話，但如果版面不夠，也沒辦法。

- （展示兩則來自不同報社的新聞報導）請問覺得這幾篇報導有不妥的地方嗎？

陳：蘋果的寫法，我們不太著重在比賽內容、過程，比賽內容或是過程並不是很重要，因為現在電視轉播已經很發達，有很多東西其實透過轉播也好都可以交代。所以蘋果的取向常常要我們寫的是人物，而不是比數、關鍵球。我們今天要寫他，就寫他背後的故事，比較軟性一點、或是一些有趣的點，不單單 focus 在比賽。這樣看來，我會覺得他這篇偏硬。

不能講沒有興趣，只能講蘋果要求是這樣做，硬的文章給專業的人看是 ok 的。如果你不會看籃球，你覺得看蘋果的新聞比較看得懂？還是自由的？這就是我的意思。我們現在假設一般大眾，尤其是我們大的新聞有時會拉去頭版，頭版新聞就得更好懂。

其他都還好，因為自由也開始走蘋果風。像這個美女、或是這個也很有趣，我們沒有想到，她們有去問。我覺得這個點就不錯，我們沒想到，可能跟比賽一點關係都沒有，但對球迷或讀者而言，這是看轉播不會知道的事情。對我們而言，這就是我們要提供的資訊。

網路媒體也很發達，比賽過程都會交代完，我們沒必要花太多心思去交代比賽，而是要去告訴讀者更多其他的重點。

- 也就是說女籃今天如果可以給多一點不同的焦點議題，報導也會比較有意義？

陳：我本來就是學行銷的，之前跟東森羚羊籃球隊幫他們做行銷。這些東西都是可炒作、可做的，我自己覺得。你說女籃沒有話題嗎？一定有，國泰不想經營而已，或是她想經營，但不做行銷，這都是問題。妳看一個台啤，光從一個零到黑人現在帶，不管是好是壞，最起碼知名度跟曝光度暴增，對行銷而言已經達到初步的目標。所以我覺得回過頭來，不能說媒體不捧場，是球隊自己不經營，怎麼吸引媒體去捧場？問題是不能怪到媒體，媒體沒辦法做什麼。

- 有人批評女生在運動新聞上被忽略，您的看法是？

陳：我現在必須要講的是，蘋果很注重讀者的看法，當男女籃新聞有比例的新聞，就算有女籃讀者反應太少，我們一樣會以男籃為主。我們一定是取多數，注重大眾市場。這問題一定會有，只是遇到這樣的問題，該怎麼做？我們目前立場跟看法還是一樣。

- 有些標題有包含台妹、泡菜妹或是櫻花妹，您認為如何？

陳：我們蘋果重點在，我們寫稿不咬文嚼字、不用成語、盡可能白話。像他這則比較 focus 在比賽，可能是比賽有點，因為是決賽權，所以可能放在這個上面。像這個中華姜鳳君難，像這個就跟比賽無關，甚至姜根本不在比賽出現了，也是會報她。這是焦點的問題。不能全部不要，例如今天有打架，打架怎麼可能不寫。或是我們中華女籃竟然贏中國大陸，就一定會寫怎麼贏的。

剛剛講的是大原則，不一定是這樣做，當真的出現很關鍵的 play，一定會交代，只是比重上來說，蘋果比較不會放在比賽過程上面。其實男

女都差不多。

- 那在標題字眼上，會特別標示女性，這方面的看法如何？

陳：你要問編輯，其實我沒有太大的意見。不過你這樣講，我倒有覺得她們的標下得怪怪的，像你講的特別標示女生。我們比較中性。那你說漂亮寶貝對你而言，算不算？我講實在話，妳問我們男生，實在是不準。如果妳要用學術上的眼光來看待這個字眼有什麼符號上的意義，男生跟女生來看就不一樣啊。

也許你們女生會覺得，為什麼要寫這樣，她可能只是一個候補，他可能也上不了場，為什麼我要寫她？講白一點，就是因為她長得漂亮，妳們女生可能覺得這是貶意，忽視了她的球技或是表現，但就是沒有辦法，這就是走向，只能這樣講。

- 在其他運動例如排球、網球方面，男女情況好像比較均衡？認為原因在哪？

陳：我已經說過，是制度上，球隊那邊的問題。我今天這樣講，我不知道以前瓊斯盃在大概民國，豪登、有巴西那個年代，差不多民國六十幾七十幾，那時候女籃很熱、非常熱、熱到爆掉。我不知道為什麼，沒有仔細研究過，但是我只能講說，國內並不是一直是這樣的情況。一定是有人讓女籃越來越冷，因為誰說台灣沒有女籃觀眾市場，在那個年代為什麼就有？怎麼會到現在會越來越萎縮？

就問問看妳，除非妳是國泰球迷，不然妳怎麼會去喜歡看這種比賽？每年還沒開打，我就知道冠軍會是誰。這對一個真正的比賽而已是不具意義的，我為什麼要看？如果是妳，現在 WSBL 是不用買票的，要是真的要買，妳會甘願花錢進去看一場已經知道勝敗的比賽嗎？

所以有時候，這樣的環境，造成這樣的市場，導致媒體的忽略，這都是連貫的。也許可以從媒體的現象去反推出來這一串，但絕對不能把媒體放成一塊來看。

我的意見是這樣，講白一點，我們去跑，就是很無聊。我非常想看到國泰被打敗，但她就是不會敗啊，有什麼好看的？要是今天有一天國泰丟掉總冠軍，我們一定做很大，半個版一個版，這就是新聞點啊。十四連霸或十五連霸，有意義嗎？對球迷而言，可能也沒有意義。

## Interview IV

訪談對象：郭運復，蘋果日報體育中心助理副總編輯

(Yuan-Fu Kuo, Assistant Deputy Editor in Chief of *Apple Daily*)

時間：2009 年 11 月 18 日

### ● 簡述背景

郭：我是世新畢業的，有一段時間了。工作背景很單純，就是在民生報，然後我走了不久它就倒了。我 88 年進聯合報，到目前一直都是跑體育線，大概二十年出頭。

### ● 簡述工作流程

郭：我目前負責的是體育中心的照片部份，涵蓋了我們自己人拍的，還有外電的照片 都有。主要是負責選擇還有版面呈現的事情。就我知道國外某些媒體會有圖片編輯這個制度，不過在台灣目前是沒有。而我是做類似這樣的東西。

我現在比較多是在辦公室，但剛好今年瓊斯盃我都有跑到，剛好那個時期比較忙，體育中心的記者都在外面，所以今年瓊斯盃我跑滿多的。正常來說我是不太到場的，因為今年人手不太夠，我就去幫忙。

一般來說，我負責比較後端的作業。排版不在我的範圍之內，我的工作內容包括選擇照片，讓它在排版上做比較適當的呈現，尺寸大小、位置、或之類的。負責的範圍是整個體育版，包含各種類的運動。今年瓊斯盃，我拍了很多，拍了之後再做挑選。

### ● 問到圖片的 caption 是由您負責嗎？

郭：文字上來說，我們蘋果通常會交給文字去寫，原因是如此一來比較能夠跟他寫的文字配合。

### ● 什麼樣的圖片是有賣點的，比較容易被放上版面的？

郭：因為目前蘋果體育最大的長官是希望圖文能互相配合，我們也朝這個方向去做，所以文字跟攝影之間就需要互相配合。那在照片的選擇上，第一個當然是從我攝影的角度上去看，選擇我最適合的照片，另一方面也要考慮量到的是文字想要寫的是什麼東西，要去搭配到它的主題。

- 哪一些文章一定會配照片，大小跟數量不同的原因是？

郭：應該這樣講，因為蘋果這邊，原則上它是希望可以有文就要配圖，我不知道這樣是不是所謂的很重視圖片，這是可以再討論，那常常有很多東西是沒有辦法配合的，可能拍不到、或是不容易呈現的。

- 做男女報導差異，女生比較不受重視

郭：那倒不是照片大小的問題，我覺得不管它受重視或是不重視，應該講說版面有多少給它；要是篇幅大，相對於照片也可以大一些。

其實給的版面就有差異了，一定是男生多女生少。因為目前情況來說，像是瓊斯盃，男女籃都是分開的，它的賽程不會重疊。所以這個互相擠壓的問題就比較不會發生。假設它重疊的話，就一定會被擠壓。

- 照片近、中、遠角度？在你選擇上來說 會構成影響嗎？

郭：不完全，假設我做這個職位是有意義的話，我必須要選擇一張要很能吸引人家看的照片出現。如果說是要配合文字的話，我剛剛陳述有說過，我必須就我攝影的立場先做一些篩選，再看看文字的內容上，再來做互相的搭配。

- 近中遠角度所代表的意義

郭：不是那麼明顯。我覺得學者在研究一張照片的時候可能會賦予一些什麼意義，不過在拍照的當下，比較不會考慮這麼多。最主要是文字剛好，又覺得照片可以吸引目光，並沒有太多想法在上面。

- (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎？

郭：就這個版面上來看，我並沒有發現什麼大問題，只是以我們蘋果做法上來說，不會這樣。假如你人名入標的話，照片就會搭配，除非這個人在文章比重非常重，那這張照片勢必要是那個人；那假如沒有那麼強烈在寫這個人的話，在能夠選擇的情況下，那照片也會有更多選擇。但通常如果有人名入標的話，我會希望照片是搭配那個人。

文字跟攝影有共識當然是最好的，沒有共識的話可以互相討論，或者是分兩篇做也是可以。假設文字記者發現這個美眉很漂亮，或是這個球員他有特別一個面的話，就會告訴我們，那我們就拍；那攝影也可能會發現一些東西，那這個時候就跟文字講，也是可以。當下當然要溝通。



- 男女籃的量、攝影花費的時間、拍照的張數，男女上有差異嗎？就相同一場比賽來說。

郭：量很難說，要看比賽內容。平均上那當然男籃比較多。應該這樣講就是其實都還滿多的，就我個人來拍照的話。男籃的原因是因為他比較精采，動作比較多，所以相對我們按快門的機會比較多；那女籃是因為他比較不精采，所以在能拍的範圍內，我要盡量拍，就算是不好的動作我也必須要拍。男籃我可以期待下一個精采的動作我再拍一些，但女籃的話我必須在每個動作都要拍，因為女籃的動作實在很少。所以數量上，我實在不太抓得準到底是誰多誰少。主要想要捕捉的，主要是表情，不然就是動作，都是需要比較精采的表現。

- 其他運動男女差異性不如籃球這麼多，您認為其他女性運動比較成功的原因為何？

郭：其實我不這樣認為，其實妳說女網焦點比較多，那是因為成績的關係，台灣女生成績比較好，男生成績比較不好，所以相對上來說她們在報紙上曝光的量是比較多的，倒不是因為它在畫面上呈現出來好或壞。

- 瓊斯盃女子組成績也好啊？女子國家隊成績也是在男女之上？但為何報導並沒有因此叫男子組多？

郭：因為女籃來講，你看世界上整個發展，女籃也沒有太大的進步，也就差不多這個樣子。在亞洲上來說，你說能拿個比較好一點的名次，那是因為我們沒有在進步，別人也沒有在進步，差不多就是這個樣子，沒有什麼精采的東西。

- 推薦女籃宣傳方式，她們也許能做什麼改進？想要採訪拍攝她們的困難與挑戰在哪？

郭：這問題很大。觀眾捧不捧場我覺得跟照片沒有太大關係。假設就一個體育照片呈現上來講的話，還是強調美感，不管男女。但，以女籃來講的話，不管就肢體上或是表情上，還有各方面上面，我覺得都不夠美，不夠美的肢體、動作不夠漂亮也不夠大，那其他的，服裝方面也非常普通。

我相信媒體都一樣，要是今天有一個很漂亮的女生她在打籃球的話，她一定絕對會成為焦點之一。那當然成績很重要，要是在一場比賽當中得到特別多分，一定有人會關心到你，但我們這陣子一直在觀察國內體壇這個東西就是說，到底別人對這個東西的關注程度有多高，那我們發現並不高。所以就是說女籃，就算妳一場比賽拿三十分，也不會有太多人想知道。那假如今天球場上出現一個美女的話，也許關注程度會差很多。

我們蘋果目前為止，原則上我們跟以前傳統報紙不同的是：傳統報紙可能會覺得這個東西很重要，我們必須讓讀者知道，我們也是秉持這個原則，但我們更希望做更多的是讀者想要的東西，我們做，而不是說這是個重要的東西所以我們必須做。我們會盡量想知道讀者想看什麼東西，那我覺得我們都是在摸索。因為我們都在抓讀者到底想知道什麼東西，可是其實都還在摸索。

● 從民生報到蘋果，這兩間報社的差異在哪？

郭：民生報算是傳統報。舉例來講，就文字部分可能是這樣。就媒體而言，假設今天有一個女生她在女籃比賽裡面每場都可以得三十分，可能這一定是文字的焦點，相對會影響到攝影，我們每天應該都會有她的照片。但假如說有一個人試很漂亮的，但相對來說她成績沒有那麼好，但就攝影來講，天天還是會拍她。這個時候到底該怎麼取捨？假設說這個女生比較漂亮，那社會大眾會比較期待能看到她的照片，我相信這個選擇還是會有一些變化。

這又跟我們剛提到的說，讀者想知道的、或是我們覺得讀者應該知道的，這是兩樣東西。其實就是還在摸索，有一點矛盾。其實任何報紙，不管從哪個出發點來看的話，這都是一個小小問題。假設有一個美女，但每場真的得個兩分、或甚至得不到分，但我不知道在這個情況下，要是媒體會不斷拍她、報導她，這個情況下球隊不知道會不會受到影響，然後不斷派她上場，我想國內球隊不會，因為國內球隊第一個在行銷方面做得很差，第二個就是成績至上。

● 對自己的期許與責任？

郭：我現在做比較多的就是，譬如我在整合一些專題，我發現國內的體壇有一個滿大的問題，行銷上的問題，不管球員球隊，行銷都是非常的不夠。當然在運動競賽這個領域裡，成績絕對是第一考量的，但在國內，行銷是被忽略的。所以，我目前在採訪運動員或什麼的，我們會覺得非常困難，我們想幫他/她包裝，我們想幫他/她做一些更廣泛的報導，但是在這個情況下，碰到非常多困難。所以我希望我能在這方面多給他/她們一些建議，或甚至是說多教育他/她們一點，讓他/她們知道：第一個媒體需要什麼東西，他/她自己身為一個運動員，尤其是他/她成為一個職業運動員的時候，需要對自己多做一些什麼樣的行銷或促銷。

國內一些頂尖的運動員，我們要採訪他/她們真的是非常痛苦也很困難。譬如王建民，我們從他在二A的時候，我們就有過去跟著他，後來從他上大聯盟第一天開始，我們就始終保持有一組文字跟攝影在那邊，

但我們一直無法採訪到他本人。他非常低調，不太願意接受太多有的沒有的。他差美國一些球員非常非常多，例如 A-Rod 還是 Jeter，在賽後接受採訪，他們講話的內容跟態度，那是國內球員完全做不到的。老美抓王建民來訪問，問個一百句他也只答個一兩句。你要想在美國這是個多大的力量，多少人都希望有這個行銷的機會，也許這對他來說不是一個很大的行銷機會。

- 所以給台灣運動員的建議：主動與媒體建立關係？

郭：可以不用主動啦，因為媒體一定會找你/妳，國內運動員大都不了解說記者找你/妳，你/妳可以做些什麼事，或是說媒體到底要什麼樣的東西。

- 女籃對媒體不友善？

郭：的確是。因為像女籃來講的話，不知道妳早年有沒有看過女籃比賽，以前譬如說在台北體專體育館的時候，等於比賽完全集中在那邊，可能女籃會覺得她們是被附屬的，可能瓊斯盃或是一些聯賽，可能一天四場比賽，前兩場會是女生，後兩場是男生，她們可能覺得自己只是附屬，或是暖場。但是相對這樣的話，看的人會比現在多很多，現在這樣獨立出去，看的人真的非常少。而且在現在台北市都沒有適當的場地，都跑到新莊去打的情況之下，真的非常冷清。去看男籃，進去感覺就很熱，活力十足，一個場地裡有很多人在看；走近女籃的場地，好冷，觀眾席是空的。

- 賽程同一天，版面會受到擠壓。但獨立又可能面臨沒有觀眾的局面。這該如何是好？

郭：獨立出來不代表能獲得更多的版面，就算有，那可能是因為缺稿的關係。不會是因為你很重要，別人要幫你做很多。

瓊斯盃我是覺得還好啦，因為畢竟女籃她會找許多國外女籃來對抗，男籃也是一樣，那也許觀眾他主要目標不一定是看中華隊，也許看日本、韓國隊，都有可能，他有比較多的誘因。所以在瓊斯盃來說，獨立賽程是還好，但其他比賽例如一般聯賽，可能就會有問題。

比賽來講就是曝光，國內體壇，包含籃球在那，她們很集中管理，她們住在淡水的一個基地在練習，那一般人也看不到她們一般在做些什麼，然後等比賽的時候她們才會曝光。但比賽的時候，她們的目標也就只有求勝，就變成能做其他行銷的機會是很少的。除了球員出來談比賽之外，好像談不到其他任何的東西。

- 男籃集訓會有報導，女籃沒有釋放消息嗎？還是就覺得沒什麼好拍？

郭：這可能是第一，女籃沒有明星球員，我們所謂明星球員就是大家想看的球員，可是男籃有。那相對的為什麼男籃有，因為男籃在 SBL 來講的話比較成功，不管比賽本身精不精采，至少塑造了幾個人出來，這幾個人就是一些年輕朋友會想看，所以等到中華隊集訓的時候把這些人集中在一起，那當然就有採訪價值。那女籃我們去可能就什麼也沒有，文字記者他問不到，那攝影機拍也拍不到什麼東西，練習的時候通常都穿得很隨便，那她們每個女生又很像男生，所以就照片上來講沒什麼好吸引我們去 push 的。所以會建議她們去做一些行銷包裝，要塑造出一些明星出來，這是一定要的。

女籃比賽對她們來說沒有價值，沒有動作、沒有美女就沒有人想要看。

德國女排會做一些行銷，尤其是女性運動方面的行銷，她們可能在大型比賽前會發一些寫真集，也許對台灣國內民俗風氣不是那麼的適當，但是做法是這樣，可能會拍一些不露點、突顯女性運動型美感、身材的寫真集，是有機會可以行銷她們，得到 promote 接下來比賽的效果。國內來講，大家都非常關注在成績上，一向都是成績至上，那在行銷上就沒有做太多的工作。

雖然講外貌好像很膚淺，但郭大哥有一年在瓊斯盃看到韓國帶來的啦啦隊，他觀察觀眾談論的內容也都是在討論啦啦隊員的外貌，而不是她們的舞技、經歷或其他的，也是以外貌致上。所以可以證明外貌是吸引讀者目光的一個方式。

那在採訪高爾夫的時候，韓國女性高爾夫選手都會做一些化妝或是髮型服裝設計。當然成績也是重點，但如果外型上有一些改變或是美感的話，當然會更吸引媒體或一般大眾的眼光。

雖然近年來安麗盃好像沒有這麼熱了，不過她們行銷的重點還是一票漂亮的女生打撞球，這也是以外型或球員個性作為很大賣點的一個比賽。

所以建議是可以在外型上行銷上做一些努力，與觀眾互動方面也可以多一些努力。不是說比賽成績只是唯一的焦點，不用這麼嚴肅，如果可以提高娛樂性的話，應該會有更多的觀眾群。

蘋果日報的 TA 是一般人，是普羅大眾，不是專業的報紙，不是針對小眾市場的。所以記者做報導的時候，都要去盡量讓自己的文字普及一

點，不要越來越專業而讓視野變得越來越狹窄。

身為綜合性的報紙，會有版面間閱報率的比較。一般來說，假設總版面是十五個，體育版的排名是第六或第七左右，那這樣已經算是不錯的成績。如果想要在閱報率的比較上不要遜色其他版面的話，他們就盡量不能太專業，要普及一點，不能視野太窄，要讓一般大眾也都看得懂，要能吸引一般大眾的目光。

在頭版停留過很久的兩個新聞，一個是最近的職棒簽賭案，另一個是08年奧運資格賽(8場裡做7場放頭版)。賣點：棒球隱性觀眾多，大比賽前就會跑出來，所以奧運造成比較多人關注。那職棒簽賭案是因為與社會面相關。

不是說要符合這兩個條件才有辦法在版面上生存，而是要找到焦點跟熱點，要是本身精采度不夠，當然是沒有辦法。

- 給女籃的建議

郭：像NBA或職棒的吉祥物，整場都在跟觀眾做互動，娛樂性效果非常高，現場氣氛也會比較好，記者也比較多東西可以拍。那氣氛比較好的話，當然熱度就夠，也許就可以提高很多觀眾去看比賽的意願。

曾經有娛樂節目康熙來了做過女運動員的變裝，那次做了盧映錡、陳葦菱、還有世大運的選手，那蘋果版面也有做到這個。尤其是像蘋果日報這樣具娛樂性的報紙，對於這種接受度是很高的，如果希望曝光，這樣的人物專訪或是比較娛樂性高一點的新聞是可行的，不過就要看球員與教練團有沒有意願。

其他面可以多放心力，例如生活面、場外、變裝這類的。多一點娛樂性的話，對於蘋果日報這樣綜合性的報紙來說，是非常有賣點的，也許可以藉由這樣多曝光的機會，讓大眾多認識。也許可以從專題這方面著手。蘋果有時會有運動時尚版面，多半是網球，籃球好像沒有辦法，但是如果球員願意作為運動時尚的model，這也許是讓球員曝光的機會。

媒體沒有義務要多報導某項運動，但媒體可以告知運動員或是教練們怎麼樣的新聞、怎麼樣的賣點是她們想要的。但受限於時間與精力，記者也不一定做這麼多。或是說受限於版面或是上層給的壓力，就是沒辦法做這麼多。他們自然而然也不會想要去多做什麼改進。

最後最大的，既然媒體是願意配合的，也希望能有多一些熱點，球團這面在行銷公關上願意多做一點努力，報紙也一定會去報導。例如台啤的成功。

女籃沒有明星或是講得出來的球員，配合度也很低。

本身精采度來說，女籃不比男籃。但最大的問題是態度問題。像錢薇娟願意配合，若她們願意多吃一些娛樂性的事情，不要這麼嚴肅，報紙就會願意去報導，報導出來也可以得到比較多潛在的觀眾群。



## Interview V

訪談對象：鄧小姐，蘋果日報體育中心總編輯

(Miss Dung, Editor in Chief of *Apple Daily*)

時間：2009 年 11 月 19 日

地點：電話訪談

### ● 簡述背景

鄧：其實我的編輯做滿久的，可是我中間有斷掉。基本上，在中時晚報做過，後來因為出國斷掉，為了帶小孩，後來我有到過大成報，也有到過高雄教書，所以我也到過台灣時報，再回台北的時候，蘋果開報，我就碰上就應徵了。

### ● 請問都是在體育部門嗎？

鄧：沒有喔，我政治、還有市政、還有娛樂都編過，到蘋果它應徵是比較專業一點的，那在別的之前的報紙它其實應徵都是多方面的，記者有稍微專業一點，可是編輯比較沒有。那蘋果的話，它就特別把體育跟娛樂給劃分出來，那其他的就是綜合，比如說政治、市政、要聞，這個跟別人有一點不一樣。我做編輯的話，應該有個十二年吧。在蘋果 2003 年 5 月 20 號他開報我就待了，快七年了。

### ● 教育背景

鄧：我是東吳歷史的。其實憑良心講，編輯其實大部分，我個人覺得，是沒有專業的。其實看文筆是一定的，但是編輯憑良心講，更重要就是文筆了，它是簡短的(在下標這方面)，記者是長的嘛。當然呢，思想這方面就是沒有向記者絕對說因為我寫得很長比如說我寫五百六百字這麼長，所以我就把我的文學有多少啊文筆全部顯現出來；但是編輯上來說，因為它的字很少，它可以一直去修飾，這是稍微好一點，反而比較容易進入狀況。

### ● 認為對編輯來說，原則是什麼？還有責任範圍？

鄧：我覺得現在的走向跟以前是不一樣的。以前我們的編輯一定會想辦法說，一定去注重對仗跟文學展現，注重你比別人來得深入，如果是同一則新聞的話。但是現在下標的方式就是吸引你來看，非常平易近人，報社認為是說，我要按照，一般讀者看了之後說出的那句話，可能就是標題。

但是以前的編輯它的方向是說編輯的功力一定要顯現出「我跟一般讀者是不一樣的」，我可以教導讀者說，看了這篇文，你想的是這樣，我把你想的寫出來，但是美化它。但是現在我個人絕得，大眾化，不用修飾，老闆是說「你就跟讀者共鳴」，讀者說「Oh my god!」，你就下「Oh my god!」，你就抓到共鳴。當然這是我們蘋果帶起來的，「爽」啊「神勇」啊那種非常簡單的東西，老闆只是希望你打動讀者的心靈，可以前的不是，以前報紙感覺是有教化作用的，我覺得現在不是，現在只是讓讀者抒發，抒發作用，教化作用已經比較少了。對，娛樂效果就是，娛樂是一回事，真正是要抒發讀者的壓力。讓讀者覺得看了一篇文章後想說：「你看她下的標題，跟我一樣耶。」讓讀者開心，然後有成就感，然後娛樂到他，他就會覺得說好下次還會(再買…)，至少我們的老闆是這樣想的。對，比較反應大眾心態的感覺。

那以前會比較說想像是「文人辦報」，那現在的話是「商人辦報」，把報紙變成一個典型的行銷商品。所以現在我每次都跟別人講說，我們現在是服務業。以前是文化業，現在的報紙是服務業，那就差很多了。

但是我個人覺得說，下題的話，編輯要有所本，因為編輯沒有去採訪人家，是透過記者採訪，所以標題不管怎麼變，都是要有記者寫到的。因為有的時候，長官會覺得…比如說他昨天去了陽明山，現在會覺得你不能只寫「他昨天去了陽明山」，你要寫「他昨天到了陽明山賞花了」，可是我會覺得說也許他沒有看花，也許花謝了，他沒有看到花，可是做老闆的現在會跟編輯講說，他去陽明山沒看到花也很不好，怎麼樣都沒辦法吸引讀者的時候，就要這樣寫。那我會跟老闆講，可是他沒有看到花啊，那老闆會說沒辦法就只能這樣寫，看到一朵花也是花，你也沒撒謊啊。

所以說就變成，現在是服務業，以前是文化業，因為以前至少會比較注重修辭啊什麼的，現在就會變成不但通俗就好，而且誇大的程度偶爾會變了調。有些讀者也會覺得說，好像有一點變了調，好像題比較好看，內容看了半天，題到底寫在哪裡，沒有。只是去延伸而已，只是把那個內容稍微延伸，因為他覺得那個提不夠精采，那其實內容好像找不到。就像王建民的身價來說，可能整篇看下來每家報紙都一樣沒有結果，可是老闆會覺得，對啊都沒有結果有什麼好看的，那我們來個預意結果，現在連問號都不能打，讓人家有想像空間，比如有一個人提到說，建仔可能有百萬美元身價，記者可能提了很多家，只有一家提到百萬元，另外一家可能說他可能沒有辦法在洋基，你什麼都不管，你只提，他「上看」百萬員身價。就是變成說有時候你光去看標題的時候，是不正確的，



他只是把最精采的告訴你，但是還有一些真實的生活方式的東西，他沒寫出來，因為他沒辦法，他只能拿出最聳動的。所以現在會讓人家覺得很多標題失真了，部是文章失真，而是標題失真。所以我就覺得這是服務業，服務業就是商業，就是把它行銷出去。

● 長官要求做修改，自主性強嗎？

鄧：不強，一點都沒有。當然可以去爭取，但是你要去說服他/她，你可以去說服有些觀點，可能說用詞你可以去說服他/她，可是結論是不行的，我是說結果的聳動是不行的。

● 下標之外，版面選擇，哪些稿放重要的版位？

鄧：其實現在我覺得，我雖然身在蘋果，但現在的趨勢，編輯已經不能選稿了，他/她只能求證，比如記者寫到什麼東西，正不正確可以比如說去網站上查，或是資料，或是就自己覺得這不可能，這些可以去查證。編輯已經不能選稿了，我覺得編輯不能選稿最少應該有十年以上是這樣子。我從美國回台重新上班大概我覺得大概有十年不能選稿。從報禁開放之後，版面增加，其實有些時候記者供應的稿子幾乎是不夠的，再加上長官在前面已經篩選了，所以編輯完全沒有權力去選稿。

● 排版的位子？

鄧：這個是有的，就是除了頭題以外是長官選的，其他的就可以如果美編放的位子不妥當，這就是你的權力。如果想要增加編排的精采度的時候，可以跟記者商量說，我可以增加一些什麼東西嗎？我可以多放幾張照片嗎？例如講到洋基投手，今天只討論到一個張伯倫，會顯得有一點單調，那你可以記者說，那我可以再放一張王建民嗎？那你可以順帶提到他一下嗎？雖然這件事情跟他好像關係差滿遠，但可以再提一下嗎？那這個是可以的，可以商量的。

還有一點，以前的文化人辦報方式，大部分是編輯在做主，所以以前人家會稱編輯為編輯大人，那編輯的權力是比較大的，各級長官都是由編輯出身，由編輯慢慢升上去的，因為以前(報紙分工)是沒有那麼像現在專業，所以編輯要做各類各型的版，例如市政、財政還有政治，他通通都要做，以前在大報社，編輯都是用輪的，等於是編輯什麼都要會，所以他可以掌握新聞的脈動。那後來的發展是，現在是編採合一，記者方面因為畢竟他/她去採訪，他/她才是最真實的，所以現在各級長官大概最少有個七成都是記者出身，所以這是反過來的，因為編輯都是坐在裡面，基本上他/她的主控力就差了，那記者給他/她什麼，他/她就也可能只能接受，然後修改。

● 擁有什麼特質的新聞是值得報導的新聞？

鄧：第一個就是話題性，第二個就是需要性。當然一切以讀者為主，前提是服務業，這點也是滿重要的。話題性，大家愛一起討論。第二是需要性，他/她非常需要你當然就要，就像 SOGO 拍賣啊，不管是生活或是任何東西，他/她的需要，他/她會覺得說才十塊十五塊，我馬上就那個。還有就是應該是嗜好，雖然現在報紙整個來說走的是大眾路線，但是大眾路線又分成小眾，小眾的意思就是比如說妳是家庭主婦，我就給妳超市或是大賣場的特賣給妳；妳是貴婦，我給妳豪宅什麼那些妳可能需要看這些；妳是名媛，我就有一個版告訴妳，今年的香奈兒是什麼款式；那你/妳是電玩迷，那我再開一個版給你/妳看電腦電玩的；它要注意各個小眾。所以現在報紙不像以前說，我一定是政治市政那些分類，沒有，然後今天我有電玩專版，我明天不一定有，不是絕對的，現在報紙就是每天都可以改的。那我今天有香奈兒時裝，所以可以常常看到說版性不同，尤其是我們蘋果常常看到「抱歉，某某版暫停一次。」應該是說最大的原則是讀者，所以變成什麼都沒有原則了。

● 體育版，怎麼樣的新聞是有價值的，除了話題性必需性？

鄧：特色性。現在的體育，至少就我們知道，體育要娛樂性，要娛樂性，就是要有特色性，變成他/她的身家背景或生長過程、訓練過程都變成他/她個人的特色。因為每個人的際遇是不同的，他/她的專業不是不重要，而是因為專業已經有一個成就的時候，人家就會去追他/她以往如何造成這個成就，所以去找他/她的特色性。

如果去報導一個金牌，那這個也是金牌，那個也是金牌，那我就去取它如何成型這個金牌的背後的東西，所以我覺得這個是一個特色性，就是運動員的特色性，看他/她有沒有什麼特色。

● 對於性別報導上的差異有什麼看法？

鄧：我覺得男女的特色，其實不在它的男女，而是它在這個運動項目是不是吸引別人，比如說如果是一個男的棒球，那它是最吸引，女的如果說也是棒球、壘球，那它就是不吸引人，因為它整個項目的成績是不好的，所以它再吸引人，只是說那個壘球不流行，那它就沒辦法吸引這麼多人。所以說女的話，我會覺得說可能體操，就是美的，就比較不一樣。那基本上運動員的話，我覺得(版面)男的至少佔了百分之六十，因為我是女生，我站在女生的角度，我偏袒女生，女生的版位沒有佔那麼多版面，因為沒辦法。雖然說男女平等，可是女生呈現的爆發力，本來就沒有男生強，如果妳說女生呈現的柔媚力，那當然比男生強，那但是體力

是需要爆發力的，所以女生是比較吃虧的。不是我們不願意去報導它，而是說她的爆發力沒那麼強的時候，妳一定要成績很亮眼，我才會去發掘妳背後的故事，那妳才有可能經常上報，可是如果妳的成績不是那麼亮眼，基本上的元素不在那裡，那即使妳的背後再精采，可能就只能在小版面，就這樣。

- 以瓊斯盃男女籃來說，若希望女籃能多一點報導空間，對妳們來說挑戰會是什麼？

鄧：如果我非要報導它的話，我第一個可能就拍照很重要吧，我就會去找它一個比較漂亮的面向，第一個漂亮的面向呈現。第二個就是，看能不能盡量找出它有沒有什麼特色，那剛剛我說的「漂亮」就是最直接的，每次我們都稱她為「漂亮寶貝」嘛，我就當然一定會去找這個團體裡最漂亮那一個，最有特色的。比如說之前有一個高中女籃，她的學校是普門，就是有那種稀奇古怪的，當然她有可能不是最強的，如果說她這個 TEAM 裡面，雖然說她們是墊底，可是她最會飆分，那我當然就會報導她。還是以成績為第一導向，第二個導向漂不漂亮，第三個導向有沒有特色，看她是最高最矮，就是去找她的差異性。

- 編排量上、給的圖片，會有差異嗎？

鄧：有差異喔。因為如果是長官指示的話，基本上，男生一定是做頭題，女生就比較少，除非她的名次比較好，所以成績還是滿重要的，但是女生如果第一名，可能抵不過男生第二名。因為看籃球的時候，一定是看它的運動，就是我所謂的爆發力跟精采度，比如說男生跟男生在場邊爭球、或是說在跳籃或是灌籃，那個樣子本來就比較好看啊。即便說打架，那你/妳可能覺得說，女生打架好恐怖喔，怎麼會這麼兇，那男生就不一樣啊，人家可能覺得說「哇~muscle!」話題性也帶出來了。那妳看人家林志傑大家叫他「野獸」，妳一點都不覺得怎麼樣，可是如果是一個女生，同樣跟林志傑一樣叫「野獸」，就…會變成這樣妳叫她「女金剛」，可能人家是好意說她很強，可是球員本身可能就受不了。

球員本身觀念也要改啊，因為身為運動員的時候，你/妳要盡量打理自己，面向好，可是如果別人真的給你/妳取這些外號的時候，你/妳就要受得了，因為也許人家是正面的。因為你/妳就是個運動員，如果你/妳還顧及我要這樣我要那樣的話，我覺得這是不公平，基本它是一個體育的項目的時候，女生就吃虧了。

- 籃球這項運動，接觸太多，不符合女性？體操、網球，這方面不會有，會比

較不失衡嗎？

鄧：會這樣沒錯。運動性本質關係，網球排球接觸性不高的運動，男女失衡情況就沒有那麼嚴重。

還有一點就是，如果純粹就瓊斯盃來講，因為女生的成績還是比較不好，比賽也比較沒有那麼精采，基本上比較沒有觀眾。如果有觀眾的話，當然報社是非常願意報導。

- 男籃部份會有有球評專談和球迷報報，女生近兩三年幾乎沒有，原因為何？

鄧：球評專談跟球迷報報都是為了突顯它的主題，那因為女生沒有做到頭題，它只是一個配稿的時候，當然就不會做這些。因為球評跟球迷報報都是想要擴大它的主體性，今天我報的林志傑，可能一篇看不夠，我就要延伸出來，才會有這些東西。那如果是女籃，尤其是瓊斯盃女籃，上面已經覺得不重要了，他/她就不會再叫你擴大處理，就是它不構成頭題的時候，就不會有這些。

- 瓊斯盃女籃，賽期錯開，女籃也會當作頭題，這時候也沒有擴充的機會嗎？

鄧：因為它的比如說第一個，基本上觀眾要多一點。第二個，這是不公平，不過大部分我們的球迷大是找女生，基本上我們是希望說看男生的(女生)比較多，也比較容易找，而且要找臉蛋也不錯的。那基本上還有一點就是，憑良心講，記者也不推薦啊，因為球迷不好找耶，最重要的是它太少，妳去看女籃的球迷有時候一百個球迷都不到，那妳怎麼找。第一個妳找球迷，球迷要願意啊。第二個，妳要找漂亮的啊，男生要找帥的啊，一百個裡面妳找不到滿意的，那就慘了，找到了，他/她又未必願意接受訪問。如果球迷本身非常熱愛，我覺得後援會是滿重要的。後援會可以自己去宣傳，或是怎麼樣去吸引記者，妳可以做這些效力。

妳要吸引它(媒體)，有些新聞本來就是做出來的，看妳怎麼行銷嘛。憑良心講，女籃它想要擴大的話，它可以先半辦個好看的記者會。女生的優勢就是，女生長得比男生漂亮嘛，雖然這不是專業運動員應該走的路線，可是妳為了能夠曝光，本來就是要走一些妳不屑於走的路線。因為妳成績可以拼拼拼，可是訓練是長期的，行銷的話可以犧牲一下，可以短暫的去行銷一下，妳訓練個一百天，那妳拿一天去行銷嘛。因為在台灣，女籃是比較弱，可是不是只有在台灣喔，全世界都一樣喔。我去美國住在大學校舍的時候，去看足球(soccer)，女生差多了，男生的門票大概三十塊美金，女生大概只能賣到五塊六塊，比台灣差多了，台灣還很小，在美國真的是…職業大學都一樣，女生就是人少，然後票價非常便宜。這是一樣的道理，因為運動本身就是需要爆發力，這個女生差很

多，不是只有台灣。所以瓊斯盃，她們女籃，怨嘆也不要太多，它就趕快多去注重一下行銷。當然行銷有時候需要本錢，那沒有辦法。

● 所以報導上會產生性別差異的主因為何？

鄧：先天後天都有。這就是惡性循環跟良性循環。良性循環就是妳賣的門票多，當然錢賺的多，行銷的方式就多；那賣的人少，甚至於要送票都沒人看，那要去找企業贊助也不受歡迎不願意贊助，那就變成惡性循環。可是妳要突破這個惡性循環，妳就必須要犧牲，有錢出錢有力出力。妳就必須自己去突破，那妳不去突破，光是埋怨讀者只重視男生不重視女生，記者大哥不理，那是沒有用的。既然這麼困難，妳還是要努力，除非放棄。報社只能看讀者的臉色，尤其是體育。

● 能做的改善為何？

鄧：女籃它千萬要記住，它本身也是服務業，雖然它自己覺得自己很專業，可是妳的專業要透過服務業才能塑造妳的專業。其實也滿難的，要找到人願意出很多錢，又要熬很多年，是還滿難的。當然說是很簡單，那麼簡單的話，就不會衰落這麼多年啊。

球迷她們常常會上網會說「蘋果不公平啊，報女的那麼少啦」，其實很多人這樣上網，其實憑良心講，蘋果已經有改善，可是如果每次呈現說，因為我們都有讀者會，如果說出來的成績就是這樣，那讀者會上讀者會說「你報這個成績這樣，沒人看」，他當然就沒有辦法，因為基本上就是行銷。

我個人覺得，是差太多了啦。我個人去看，我自己覺得我們的確是大小眼，可是全世界應該都是大小眼。

● 報紙的力量可以影響輿論，那蘋果會有引導話題的作用嗎？

鄧：我覺得談不上輿論，只是話題。蘋果有引導話題的作用，可是我覺得並不全然是好事，它只是一陣子一陣子，至於它的引響力多大，要看各個案件面向而定。

● 女籃若有意願行銷，想要與報社合作來炒熱話題以創造熱潮，這樣可行嗎？

鄧：我個人覺得很難，然後他突然要炒，可能本錢要很厚，然後可能會覺得，前一兩年的效果是不夠的。它很難，妳要做很久，就是因為很難要做很久，大家也沒這個耐心，所以每次都沒成功。如果妳說這次我要突破，要做，那要想說，做是應該的，但未必成功，但是妳不做，就一定不成功。因為它太難了。而且它如果跟男籃錯開，那是最聰明的做法，但如

果它碰到棒球或碰到什麼，它一樣就是被淹沒啦，瓊斯盃女籃不能只跟男籃比，它會遇到的困難還有更多，除了男籃避開是一定要的，但是如果碰到其他的，它還是弱的。

行銷現在比較流行的就是選手夜，或是說出來跟公益團體合作，比如說打球階段，舉個例子可以跟喜憨兒合作，或是跟展望會合作，也是可以的。

還有就是要塑造明星球員，可以去調查，最高最矮或打得最強，她們應該自己想說推幾個明星球員，然後其他的不要吃醋，我先推三個明星球員，然後去跟公益團體結合，比如說跟展望會說我可以這個球星跟妳們合作，去飢餓三十，一定要抓緊每個活動，不要說我女籃就這樣，快開打前十天開個記者招待會，後十天怎樣，要有整年度的規劃，這個明星球員我先塑造她，第一我派她去哪，第二去哪，第三去哪，這是可以去做的。可以說是義務的，如果真的沒有錢，就去找公益團體，可能吸引力不及林志玲，但就是要先投入，那要球員本身願意，一定要有一年一年的規劃。不能說只是開賽前十天開個記者會，我不知道其他報社，不過我們報社憑良心講，我們報社是不報導記者會的，除非那個記者會是很有吸引力的，比如說我們今天有一個女球員到場穿晚禮服，那有些球員也不屑做這種事，只要有「不屑」這兩個字，就行銷不出去了。

● 男籃賽前集訓通常都會有報導，女籃則無。這是什麼因素？

鄧：集訓為什麼不會去報導女籃，這就要回到本質。像我們會去看集訓，因為像是東亞運、或亞運、那基本上的賽事是有很關係的，所以它集訓我們才會去報導。如果女籃本身瓊斯盃就不受重視了，集訓當然也就不會去報導。

如果說是國外的集訓，那報社可能就有興趣了，那可以自己提供照片啊，不要覺得集訓沒什麼看頭啊，有照片呈現。如果女籃要集訓，再封閉也要寄個兩張照片，寄給報社，不管人家要不要報導，妳要先把自尊心丟下來，妳要主動出擊，人家不用妳不要罵別人，一次兩次就會用啦，妳只要寄個兩次，報社就會不好意思的，尤其是要有照片，在我們蘋果體育裡面，妳只要有照片，一切好說。如果妳說的天花落墜，但沒有照片，那就很難見報。照片是最重要的。如果說移訓，只要她們願意提供照片，絕對有一個圖文。不要想說一下子就要是頭題，要不斷的有圖文，先暖身了以後，炒熱了，上頭題機會就大了。那妳自己不炒熱，誰要來幫妳炒熱呢？

- (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎?  
鄧：其實還好，其實標出女性我覺得是應該的，但是怎麼去形容它，可能就是球員本身的感受，我也是女生，我覺得千萬不要認為別人可能是污衊啊或是不理性啊或什麼，也許他/她只是想要突顯她是女生，那可能用詞覺得不好聽可是妳不要這麼想啊就OK。我們之前有用台妹，可是覺得台妹聽起來…妳只要想成是台灣的妹妹就好啦，只是省字，可是之前張震岳唱的歌，就好像讓這個字破壞形象了。所以我們就覺得「台妹」就變得好像不好聽了。我們現在就用「女將」。

這一點，最主要我們主管也是女生，稍微有一點注意。真的有注意到。純粹覺得不好聽，經過那首歌，被他唱得好像「台妹」這兩個字就是不入流了。

這有一點缺點，要是有些讀者看了覺得「搞半天這個是女生或男生」，那怎麼辦？我是會替那些下這種標的人解釋會說，他/她並沒有任何意義，只是想告訴妳她是女生，就這樣。球員們如果不開心或怎樣，其實是沒有意義的啦。但是就像我們副總說：「人家要買報紙，妳總不能站在那邊跟人家解釋吧。」就是沒辦法解釋。

## Interview VI

訪談對象：馬鈺龍，聯合報記者

(Yu-long Ma, Reporter of *United Daily*)

時間：2009 年 11 月 4 日

地點：大專體總休息室

### ● 簡述背景

馬：1993 青年日報 一年半，1994 自立晚報 (CBA 主跑籃球)，1995 民生報 (不太跑籃球)，2006 聯合報，一直都是體育組。目前路線：體育行政、綜合體育。職棒、職籃以外的。世新三專編採科，世新大學新聞，台北體院運動科學研究所傳播組。

### ● 工作流程

馬：例如瓊斯盃每場賽事要去看，拿賽程紀錄。一天好幾場，就要歸納今天的重點，每場的重點、每天的重點、賽事紀錄、焦點人物等等。

### ● 工作上的自主性如何？

馬：有自主性，被分配要跑這個比賽，但重要性靠個人專業判斷。新聞價值在於新聞點、選手背後的故事、奮鬥歷程。

標題是編輯下標題，方便讀者閱讀。照片有攝影記者，編輯台稿子搭配照片 製出版面。

### ● 會被修改嗎？

馬：比較少被修改 有時候時間壓力、或是自身疏忽，會有核稿審稿人員確認修改文字或是語句不通順、或是紀錄有問題。會溝通、修正，最後呈現不要有錯誤的新聞。

### ● 選擇題材上會有什麼考量？

馬：採訪路線、領域，希望越來越好，報導光明面，發掘不對的東西，要他更好。所謂負面新聞，是因為有壞事，記者挖出來，讓他接受社會制裁 (或是制度不完善)。最終目標是要讓體育環境更好，而不是破壞大環境。

### ● 有男女報導上的差異嗎？

馬：從運動本質來看，運動是一種表演，尤其是職業運動，他是一種。如果



一位球迷，要花五百塊買一張球票去看瓊斯盃男籃或是女籃，一般來說，我想第一選擇會想看男生，因為呈現出這個運動的本質會比較精采，女子組看起來就是沒有男子組張力大，尤其是兩個放在一起。若分開來單獨亞洲女子籃球賽，或許可以吸引比較多籃球迷去看，因為他沒得選，就是看女生。男女組一起辦的話，就觀賞度精采度，球迷觀眾就自己做了第一次篩選。那觀眾人數少，打出來不夠精采，媒體自然也就不會很有興趣報導。就算媒體報導了，也不會有人想要去看。

電視直播，男生一場女生一場，電視台考量收視率第一，一定是播男生。要廣告，客戶也只為了買男生廣告。所以這不是說女子組賽事故意被忽略，這是天生體能上身材上的差異，女子強度精采度很難拉到跟男子相等。例撐竿跳，男子可以到六公尺多，女子四公尺多。觀眾立場，花一樣錢，當然要看比較精采的。體育表現加上媒體廣告，這是循環的。

● 報導過程中，男女重點一樣嗎？

馬：如果比賽同時放在一起，前後銜接、或是同時進行的話，這樣對女子組的比賽是不利的。我個人覺得是，乾脆就分開辦，女子組自己辦一個世界邀請賽，不要跟男生併在一起。一個在上半年，一個在下半年，都可以。這樣會讓媒體更聚焦，同時有兩個焦點，三個焦點在那邊，以媒體的本性，不管是電子媒體還是平面媒體，一定會找一個最熱的。球迷去看，當然往精采度高的那邊去靠，這是很正常的。

● 採訪流程時間手法有性別上的差別嗎？

馬：是一樣的。採訪流程寫稿都一樣。只是呈現出來版面大小，這個不是記者可以控制的。可能是報社主管覺得女籃不夠精采，看得人也少，那我們篇幅就會小一點。或許說女子組比賽的時間之內，有其他水準更高的壓過他，那當然就會報其他的。可能國際的網球或高爾夫，強度比國內瓊斯盃更好，就會壓過他了。

● (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎？

馬：聯合報如果做這麼多，報社會覺得太花俏，要跟整份報紙調性一樣才可以。版面也不一樣，自由時報可能可以用一整個全版來報導瓊斯盃，因為她們有四到六個版可以使用。但聯合報體育只有 1.5 個版，還有別的新聞要放，可能只能用 0.5 個版來做瓊斯盃。他一個版，跟我們 0.5，寫稿內容、數量就不同，我們半版可能三則，他一個版可以寫到七到八則。同樣要呈現一場比賽，她們必須找更多角度來填滿篇幅，那我就要想辦法濃縮，他要想辦法擴張。主要比賽新聞先放，然後再放搭配人物，要是人物新聞強度夠強，就可以先放，並沒有就可以不用單篇來寫，就

濃縮到同一篇就好。要是我版面也夠多，我就也必須去找其他話題故事，來把版面填滿。

- 文字上會有差異嗎？

馬：這種東西，第一，每個人文筆不一樣，寫稿角度也會有差異，甚至同一報社的記者，看出來的關鍵都不竟然會一樣。體育記者一般來說差異不會太大，不過因為觀點可能不同，所以下筆角度可能也會不同，可是結果都會是一樣的。內容就見仁見智了。

- 男女性別差異在女性特質標籤化特別明顯，您有什麼看法？

馬：我覺得寫在內文 ok，如果是為了要讓文章活潑的話。可是做成大標，我的看法跟你的就比較類似，其實韓國就韓國，為什麼要泡菜妹？其實標題要比較穩重，要不偏不倚，就不該有這樣的形容，但我覺得放在內文寫稿的時候 輕鬆，可以，不過放標題是有待商榷的。不能說他錯，因為說泡菜妹，大家也聯想得到，只是說適不適合。我是認為這個做標題比較不適合，因為不夠穩重，可能對女性運動員也有一點…

- 與其他運動比較，例如網球、排球、高爾夫等，性別差異好像不大。您認為原因在哪？

馬：我剛剛說有差異是指，瓊斯盃男子女子組比賽太近，會有一個比較的效果，那女孩子的比賽一定會被男孩子的壓過去。你剛剛說的網球、高爾夫，例如 海碩盃、或是 LPG 的女子高爾夫球賽，他不會去跟 Tiger Woods 撞期，那焦點就會 focus 在這個比賽上。再加上我們的選手有好成績，跟國際選手有競爭力，自然就可以吸引媒體報導的篇幅。這是相對的，如果選手去參加比賽沒有競爭力，那自然就沒了。這是一種比較，競技場上，強者就可以得到掌聲跟關注，這是不變的定律。

- 網球方面，性別差異狀況好像不嚴重，給女籃有什麼改進建議嗎？

馬：四大公開賽，男女受關注程度還是有差，為什麼不大？因為她們女子運動員的強度跟男子競技的實力是拉近的，例如撐竿跳紀錄，男生六公尺，女五公尺多，相差不到一公尺，但國內女子咧？四公尺多，差到兩公尺以上，就差多。網球來說，女子不會差男子太多，對抗性、精采度不會輸男子，加上她們職業比賽，有透過包裝，可以塑造出明星、很多商業贊助、做很多宣傳、知名度高、球迷讀者關注程度就高。

像國內女籃，老是看同一支球隊拿冠軍，你會想繼續看嗎？全台灣最好的選手都在你這邊，比賽不用打就知道冠軍是誰，沒有吸引力、張力、懸疑性，比賽好看好看在哪？像籃球這麼職業化的運動，重點就在懸疑

性。例如 NBA 強度要夠、實力接近，任何異想不到的結果都有可能發生，這就是球賽好看的地方。可是你說國內女籃，有什麼好看的？一點賣點都沒有。

如果整個國內的人力資源都在同一隊，會影響到其他企業組隊的意願，只有你獨霸的話，國家隊一定以你為主，那跟其他國家隊的實力一定差一截，這樣是惡性循環。我們講說，能夠平均重組的話，打起來有競爭的話，打個五年十年總會進步吧?! 這樣的人才挑選，這個需要時間。例如日本甲子園，幾千組去挑，挑的進社會隊，更好的進職業隊。這是金字塔的底部，要廣，一定要廣，廣的話，慢慢往上面爬，職業隊是頂端，下面要夠紮實才撐得起來。

- 給女籃的建議，什麼樣的新聞會非常有賣點？

馬：(笑)壞的，出了什麼事，打架或負面的球星八卦，肯定是追著跑。例如棒球的假球，要是某個女籃國手喝醉酒跟人打架。有特殊性的，不需要做包裝都會追著跑。

正面一點的話，我覺得如果國泰宣布解散，應該會，這真的是體制上的問題。如果體制上籃協有一個很大的改變，就可能。或是我們組一個隊去跨國跟日本或什麼的打個聯賽、或是組一個女子的 SBL，好像已經有了。如果跟現在有一個很不一樣的改革，例如找洋將這類的，來增加可看性，可能可行。

- 女籃與媒體的關係如何？

馬：現在最現實的一個問題，如果你要做包裝跟造勢來增加知名度，砸錢嘛。現在很流行置入性行銷，電視台可能要求成本高，可是平面媒體成本低，例如她們可以編一個三五十萬的預算，委託聯合報，作為廣告費寫些廣編稿來 promote 球員球隊。過去是有一些靠球員跟記者的交情寫的一些人物專訪、生活、第二專長、有趣的，讓讀者去知道另一個層面，不過有限。

建議女籃多曝光、多跟媒體接觸，其實體育記者都很可愛，別的新聞的跑法跟體育記者就不一樣，而且比較有人情味，都想讓這個大環境更好，除非這個球員真的犯了很嚴重的錯誤，不然都會去找正面的好的角度來報導，我會建議女籃球員都跟記者做接觸。

我就覺得很納悶，女籃在台灣不強勢，跟媒體關係又這麼糟，怎麼去增加曝光的機會？女籃在台灣已經是邊陲又邊陲，你拿什麼翹？更該讓媒

體知道你的理念，應該要主動提供給媒體，把媒體當作朋友，大部分的體育記者都很願意跟教練跟球員建立很好的關係、好朋友的關係，其實這樣最大的前提都是希望讓體育這個大環境更好。



## Interview VII

訪談對象：彭薇霓，聯合報文字記者

(Weini Peng, Reporter of *United Daily*)

時間：2009 年 11 月 5 日

- 相關背景

彭：政大新聞畢業，2005 年 7 月到聯合報體育組籃球線(主線)，支援棒網，工作到現在。

- 認為什麼是值得的新聞？

彭：體育新聞就是跟其他新聞有所不同就是，只有要比賽，就都有報導價值。其他線可能要找很多切入點，體育新聞存在的本身就有價值。國中籃球也可以報導，只是有沒有關心有沒有人想看，就看怎麼看有趣的角度、或是明星、知名球員、或是比賽的精采程度來區分。

- 工作上有抉擇題材的空間嗎？

彭：假設某則新聞是大家比較想關心的，例如 A 球員大家都喜歡，我就會寫得比較多，比較留意他的消息。

- 覺得身為記者的責任是什麼？

彭：體育圈，其實台灣沒有很重視體育，所以會一直當體育記者的人，一定是很熱愛體育的。因為做體育記者沒有辦法出頭天，也沒有辦法賺大錢，體育圈也很蕭條。有些人可能會覺得體育記者都可以吃香喝臘啊什麼的，但其實這種事也很難找，好處不多，因為環境沒有這麼好。但是體育記者比較困難要去當一哥。所以我覺得，都是自己認為有某程度的社會責任的人才會留在這裡。

- (展示兩則來自不同報社的新聞報導)請問覺得這幾篇報導有不妥的地方嗎？

彭：我是覺得自由時報的排版一向都還漫不錯的，滿有變化，又不像蘋果那麼花俏。她們很重視國籍的問題，像她們會寫台妹、台灣隊、不會寫中華隊，政治色彩有影響，但我們體育線比較沒有。

因為其實自由是在走蘋果的風格，她們一直以來想要轉型。那蘋果就是很喜歡用那些綽號，其實也沒什麼不好，現在的人接受度也越來越寬。你可以說聯合報比較嚴謹，有些人也會說聯合報比較守舊，這是一定會發生的，年輕人可能覺得很嚴肅，覺得泡菜妹很有趣也說不定。我自己

本身是念本科系的，又一直在聯合報，所以我比較偏向嚴謹派。我覺得泡菜妹還好，可是台妹就比較難聽，可能有些人會覺得有點貶低的意味，聽起來就是不太好聽。

- 那你們是因為覺得有貶意，所以不這樣用嗎？

彭：應該是說，我們沒有習慣用這種綽號。例如：小日本，我們比較不會。國名就是國名。

- 採訪過程中，男女籃會有差異嗎？

彭：其實基本上我比較少採訪女籃。因為一般來說大家比較不重視，我也的確覺得女籃比較沒有市場，這不是只發生在台灣，全球都一樣。像 WNBA 經營得很蕭條，也是很有危機。人口愈大，能經營的體育市場愈大，市場愈大，球隊成立的困難度就會降低。因為台灣人口很少、市場小，所以女籃要成立存在的空間就很小，這就會影響到我們報導。以前報業不發達的時候，資訊很少的時候，資訊很珍貴，不過現在是資訊爆炸的時代、資訊氾濫，女籃的點閱率就會很明顯是很低的，那當報社有取決權力的時候，我們可能就會選擇先跑男籃，我們可能就會捨棄女籃的新聞。

我對女籃也比較不了解，但我知道她們就是一個比較封閉的環境。很奇怪的是她們也不太想要很普及化，對媒體不友善沒關係，但如果你們想要 promote 你自己的話，可能可以推行很多活動，她們也不想，就悶著頭打完。那就變成我們很難去報導，妳已經不友善了，又不是很想推廣，那我們幹麼去幫你們報導？我們也沒必要熱臉貼冷屁股吧？所以這個狀況才會越來越嚴重。

大家都比較少去報導女籃。如果她們在同一天的話，其實女籃(被報導)的機率就很低，會被放在不重要的版面，或是我們可能就會放棄不跑了，或是我可能會去看，可是沒辦法上稿。

不過時間錯開，女籃先打，我們當然會去報導。

- 手法上會有差異嗎？

彭：不會有差異。用字也不會有差異。為什麼會有差異？

- 當有人說女性報導被忽略，如何回應？

彭：會跟他解釋，因為並不是我們歧視這個族群，因為我本身也是女生也喜歡運動。可是我也可以明白說，世界上各種運動都是男子的比較好看，我必須坦白說。例如網球，男網真的比較好看，女網有時候真的是好難

看。男籃比較有力量、極限也比較大，體育本來就是有他先天上的限制嘛，所以男子本身就是比較職業的。

- 那網球的男女差異似乎不大，女網也有很多焦點，認為原因為何？

彭：那我覺得網球還比較有男女歧視。女網會這麼多人關心，是因為她們穿很辣、或是她們很漂亮。像莎拉波娃為什麼很多報導？是因為她很漂亮啊，要是她沒有這麼漂亮，會有報導嗎？我相信不會。

男女網一定有差別的原因是，她們出場的費用，一定是男生比較高。女網之所以會受歡迎是因為，第一，網球其實本來就是貴族的運動，貴族世界裡也許是等級越高，當然就會越去求大家的平等，所以當然很強調女生平等，所以很強調獎金要一樣。而近年來，她們的獎金也都一樣，但其實男女網打的時間不一樣，因為男生是三盤勝，女生是兩盤勝，她們付出不同的勞力，也就是她們不同工卻同酬。其實對男生來說，反而是不公平，而且女網本身精采度就比較低，她們會受到這麼多注目，反過來說反而是她們有受到些許的歧視。你不覺得嗎？反而好像不平等。

她們其實是遭受不平等，但如果她想要受到注目，她們這種不平等的議題或是手段，她們就必須要去使用。譬如說各式各樣的球衣就要設計的很辣很漂亮、漂亮的選手出來就要去簽約。打不好沒關係，漂亮就好。

- 產生什麼樣的變化，可以讓女籃多受到媒體關注？

彭：我覺得是她們大環境。只要環境裡有一個獨占事業的話，這個環境就很難獨占。台灣女籃就是國泰，她們一天不放棄獨占的念頭，女籃就不可能有競爭力。沒有競爭力我何必報導？一直報導她們連霸，有什麼意義？

- 關於瓊斯盃性別差異，有什麼看法？

彭：沒有不想報導女籃，只是她們比較不熱門。我覺得是觀眾，媒體一定是跟著群眾走。為什麼蘋果日報現在這麼暢銷？因為嗜血的人很多啊。為什麼我們不報導女籃？因為沒有人要看啊。從哪裡看出來，從點閱率啊、從來看比賽的人啊，來關心的人就是少數，這並不是我們要怎麼樣，譬如說我們都很討厭某球員，可是他卻是大家都關心的 superstar，我們還是得報導他。可是女籃是已經不受歡迎了，又有一個獨占事業，那比賽又不精采，那這樣就很難推廣了。

不然就是要像 WNBA 那樣，做很多行銷，先從週邊做起。其實我覺得黑人打籃球已經更好看了，可是連 WNBA 都經營不完善了，更何況是

華人的體制？

我覺得國泰是個主因，男女籃都一樣，男籃就是裕隆，女籃就是國泰。她們都是龍頭，但不願意放棄自己的地位，用盡方法綁住球員，這樣就變很無趣。那為什麼男籃後來會活絡起來？一來是男籃關注度本來就比較高，再來是很多男籃球隊實力平均。也許男籃國內的水準還是沒那麼高，可是他們競爭的時候卻比較好看，球賽就是要競爭化啊。NBA跟SBL打也不好看啊，大人打小孩。競爭激烈是體育運動最基本的要素。

我覺得體育的東西啊，台灣人可能很想速成，什麼都想速成，但體育這塊就是沒辦法，不可能辦一個瓊斯盃就要很熱。就像男籃，男籃瓊斯盃也不是你隨便辦就可以熱起來，也是需要多年的累積、或是你請的隊伍要好啊、平常SBL有在promote球星啊。那女籃也是，不可能說平常都沒在經營，然後瓊斯盃說，你們來支持我們國家隊，這樣很難吧？





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