

台灣新聞對「取消文化」報導之論述分析： 以 2020 年臉書娛樂新聞為例

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摘 要

「取消文化」一詞以新詞彙舊概念出現，利用社群媒體對不當言論或違反社會道德之公眾人物、企業發起抵制與網路羞辱等。經過主流媒體重新建構事件後，能擴大對名人與被取消者的後續影響。因此，取消現象隨即引發名人及各界人士討論其存在利弊。本研究聚焦於 2020 年娛樂界公眾人物之取消事件，以臉書粉絲專頁新聞為分析對象，利用 van Dijk 之批判論述分析探討新聞報導對取消文化中名人形象之建構、取消行為的認知以及台灣取消文化背後潛藏的意識形態。研究結果發現新聞報導論述常對被取消名人建構出負面與不誠懇之形象，以及代表性群體的取消行為樣貌。此外，台灣關於取消事件報導多以兩極化策略分化群體，報導者所引用之觀點也間接展露其意識形態。

關鍵詞：取消文化、社群媒體新聞、社會認知取向、論述分析

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Discourse analysis of the news reports about "Cancel Culture" in Taiwan's News : Facebook entertainment news in 2020

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Abstract

The term "cancel culture" emerged as a new term for the old concept of using the power of social media to counter and shame public figures and corporations for inappropriate speech or socially unethical behavior. Mainstream media reconstructions of events can amplify the subsequent effects on celebrities and all those who be cancelled; therefore, this phenomenon has sparked discussions among celebrities and public figures about the pros and cons of the existence of canceling. This study uses Facebook fan page news to focus on the cancel culture events of public figures in Taiwan's entertainment industry in 2020. In this study, using van Dijk's critical discourse, we examined the construction of celebrity images in cancellation culture, social cognitions of cancellation behavior, and the ideology behind the phenomenon of cancel culture in Taiwan. The results of this study found that the reported discourses constructed negative and dishonest images of the cancelled celebrities, as well as patterns of cancelling behavior on behalf of the group. In addition, Taiwan's coverage of cancelled events often uses polarizing strategies to divide groups, and the views quoted by the reporters indirectly reveal their ideology.

**Key words: Cancel Culture, social media news, socio-cognitive approach,
discourse analysis**

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