

Asian Communication & Media Forum

亚洲传媒论坛

[第一辑]

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Articles

Attraction of Original Reports from Governmental News Website

——A Case study of Qianlong Website

Jin Liu

The privilege of producing original news products is sure to boost governmental news website to great extent. Compared with commercial websites, it acts as a kind of unique cyber medium to attract relatively stable audience-groups. A review of Qianlong Website's reports of "a typical phenomena" period shows the network media's capacity of producing original news reports has been improved greatly.

The Internet Penetration in Rural China: A Survey Report of Information Centers in Pinggu District, Beijing

Jinqiu Zhao

Despite the phenomenal growth the Internet is undergoing recently in China, a digital divide between the eastern and western regions, urban and rural China has been widened. This research effort aims to testify whether the Internet can be used as a social tool by rural people for self-empowerment. Both survey and in-depth interviews have been conducted to measure the effect of Internet penetration on the farmers' life in three pilot ICT villages of Pinggu District, Beijing. The result of the study excludes the possibility of running the rural information centers in a business manner. Changing the mindset of the skeptical should come first than meeting the farmers' concrete need for information.

Standard Competition of Digital TV on the Theory of Network Effects

Xuetao Jin

By analyzing the advantages and disadvantages of the main three digital TV standards, this paper attempts to explore the factors underneath which have led to unclear situation of

digital TV standards. It may be argued that the following factors play key roles in establishing TV standards, namely, the network effects of the TV system products, scale economy, complementary feature of auxiliary products, consumer externality and transfer cost.

The Current Situation and Trend of Media Education In China

Ling Zhang Wen Xu

With the development of information society and the extensive influence that media place on daily life, media education is put forward to be a compelling domain in higher education. Due to the existence of media surroundings, to define relevant concepts and establish frameworks are main goals for educators in higher education in china. The article examines the basic concepts and presents the development situation and the future trend of media education in china.

Science and Technology Programs in TV & Education in China

Bin Liu

The popularization of Science and Technology program is continuously developing in China. The TV popularization of Science and Technology program not only rises to spread the scientific knowledge but functions as a special educator to improve the national scientific awareness. This article analyzes the reason of this kind of phenomenon and also brings up implications for the practice.

Journalism Education of China in the Context of Globalization

Wei Wong

In the age of globalization, it's unavoidable that Chinese journalism education is facing a great challenge. The essay summarizes the basic characters of the journalism education of China through looking back on its history of more than 80 years, and argues that a distinctive journalism education system should be established innovatively and more dynamic journalism personnel should be fostered through conforming to the internationalized trend, making use of the advanced international experience and carrying forward the excellent tradition of the journalism education of China in the context of globalization.

The Development and inspirations of Media Literacy Education in Taiwan

Dan Shi Kai Zhang

Media literacy education has been developed in Taiwan for more than ten years. Aware of

the negative impact of media upon Taiwan's society at the beginning of 1990s, some academic organizations started to carry on media literacy education. In 2002, the education ministry of Taiwan formally put media literacy education into school education, which was a great leap. However, Taiwan is still facing some obstacles in further developing media literacy education. Both the experience and problems could bring some inspirations to the development of media literacy education in Mainland China.

WTO and Regulatory Administration of China's Broadcasting

Zhenzhi Guo

China's entry into the World Trade Organization (WTO) saw a warm discussion of the importance and urgency of a regulatory reform in Chinese broadcasting in the context of WTO membership. Entering WTO means, first and foremost, to put China into a legal framework. China must establish a legal system which can be communicative, negotiable and operational with the international standards, especially those compatible with the West. It requires a transition of the Chinese broadcasting system, that's to say, a reform from the traditional political control to the lawful regulations.

This paper reviews the development of broadcasting regulations in the transitional era. It begins with a brief introduction of several Chinese key words, Fa Zhi (law) and Gui Zhi (regulation), under the background of China's legislation reform. Then the paper proceeds to describe the reform of Chinese broadcasting regulatory system. It examines the main contents of Chinese broadcasting regulations in global context: mechanism organization, regulations and norms of programs. Finally, the paper concludes with a brief discussion of the prospects, as well as the problems.

An Analytical Study on the Governmental Regulation Structure of China BCTV

Zhi Zhang

The evolution of China BCTV presents new requirements for managerial system innovation. Hence, establishing a modern governmental regulation mechanism for China BCTV in accordance with the requirements for the construction of market economy and democracy and legal system is the sure choice of management system innovation, which guarantees the healthy development and high-performance operation of China BCTV under the market economy mechanism. In order to explore the way to innovate the governmental regulation mechanism, the legal principles and realization forms of the modern governmental regulation mechanism of China BCTV should be discussed by combining politics, economics and

laws. In this paper, the regulation reference and functional positioning of China BCTV by the government in future are discussed from the perspective of legal principles first, and then the governmental regulation objective and structural features of China BCTV are revealed on this basis.

Searching a Way to Cultural Root

——Inheritance and Transformation of Chinese Cultural Traditions in the *ZaoBao of Singapore*

Gui Bai Non Wang

This article introduces an investigation of the opinions of the Cultural Studies on the reversion to cultural category for the media founded by the overseas Chinese migrants in cross-cultural communication. It has been argued that how the values and ethics concerned in the contents of the *ZaoBao of Singapore* have been related to the host environment. Furthermore the article examines the evolution and loss of Chinese traditional culture of *the ZaoBao of Singapore* in a multi-culture context.

News Communication on Incident and Crisis News in Ancient China

Wenming Li

Crisis reports played an extremely important role in the information communication of ancient China. Reviewing historical literature, this article argued that China has a long history in crisis reports, originated from the end of Qin Dynasty to the beginning of Han Dynasty. Based on the objective demand for the unconventional means of news communication, crisis reports were mainly carried through unofficial news communication channel. The reports on significant calamities broke through the restrictions of the feudal dominant groups and even guided the Chinese journalism, in which Chinese sponsored the newspapers alone, into a modern traffic lane.

A study of Contemporary Documentary in China

——From Image Recording to a Sign of Global Culture

Jun Zhu

With a decade of exploration from the 1980s' to the 1990s', Chinese documentary had been developed from the module of Grierson, such as "tableau matching definition", into the new soundless patterns. Adopting unconsciousness communicative approach, the image language, applied in the soundless patterns, extricates the audience from the control of ra-

tional offscreen announcement. Gaps and conflicts arising from human rationalism have been bridged and removed by the more powerful emotion. Documentary may potentially symbolize global culture. Starting with phenomenological language ontology and employing Psycho-analysis and Chinese traditional aesthetics, this article attempted to explore the driving-force of image language in the recently documentary movement.

Analysis of the Pro-vulgar Phenomenon in China's TV Communication

Yijun Sun

The vulgar taste in Chinese TV broadcasting programs is so pervasive that it is substantially doing harm to the reputation and authority of TV. The causes of such vulgar taste lie in the cultural background of contemporary society, reception psychology of the mass, communication perspectives and personality of broadcasting faculty. Consequently, the paper argues that it may be solved by strengthening administration of TV broadcasting programs, establishing proper communication perspectives, reforming TV agencies, forming effective media criticism, and improving the quality of moral caliber and working ability of broadcasting faculty.

Disseminative Mode of the Cultural Special TV Programs in STS

Junwei Han

In the context of vulgarization and popularization sweeping across TV screen and the culture special programs surviving, the *Satellite TV of Sunshine* initiated the cultural special Program channel in China. In line with aims of "spreading civilization with amusement and illuminating life with information", the *Satellite TV of Sunshine* acts as a culture special channel that has rooted in Chinese communities both domestically and overseas, by making the unique "Sunshine Culture" brand, and has established a good example of interaction between TV media and culture propagation.

Globalization Reality of Women's Fashion Magazines in Mainland China

Lian Dai

With the reform and opening-up in China, the condition for Chinese fashion magazines development has been shaped. Since the middle of 1990s, the burgeoning of consumptive society in Beijing, Shanghai and other metropolises has prompted the flourish of mainland female fashion magazines. In the process of globalization, Chinese female fashion magazines have an inclination of internationalization or globalization. At least in the practice and pro-

cess of pushing forward the globalization, the mainland female fashion magazines themselves have been influenced in the aspects of technique, economy and culture by western media and multinational capitals. These influences will not only be concerned with the female magazines themselves, but also become a mirror to the whole Chinese media industry to seek innovation after entering the WTO.

Strategies for the Railway Entrepreneurial Newspapers in the Market Economy

Derun Zhu

The regional economy provides opportunities for the railway entrepreneurial newspaper in China: The railway enterprises depend wholly on the government for its production and circulation in a planned economy. In a market economy, they are faced with challenges to cater to the real need of society they serve, and meet the requirements for the information communication between the railway enterprises and the society. On one hand, enterprises need media to propaganda themselves; on the other hand, the society needs a window to know the service information provided by the enterprises. The market economy offers an excellent opportunity for the development of the entrepreneurial newspapers. It's an objective demand of the economic development for the railway entrepreneurial newspapers to enter the market.

The Dissemination of Indian Culture over Europe and America

Mingzhong Zhu

Indian culture had been introduced into Greece as early as six century B. C., and the Pythagoreans and Neo-Platonists were both influenced by Hindu thought when forming their theories. In the modern times, as the result of the Western invasion into India the Indian thought and culture spread more widely over Europe and America. During the 1960 - 70's some new sects of Hinduism, such as the International Society for Krishna Consciousness, Transcendental Meditation and Meher Baba's Sect, made their way into Western countries and had a remarkable influence upon young generation. The flourishing of these new faiths in those countries seemed to mean a trend of cultural confluence of the East and West. Following could be put forth as the reasons for interpreting the above-mentioned phenomenon: 1. Western people with mental agony which no material development can alleviate try to find spiritual consolation in Eastern religions. 2. The Hindu doctrines which advocate subduing one's desires and seeking the eventual union with the Nature and the yoga which is practicable as the means to achieve the end seem quite suitable

for their spiritual pursuing. 3. Hinduism is easy to be integrated with the modern Western thoughts, such as Freudianism and Existentialism, and is therefore welcomed by young people.

Press Group Management in Singapore

Zhou Yuan

Singapore Press Holdings is one of the most profitable media companies in Asia. Through government's intervention and long-term amalgamation, the multi-lingual Singapore newspaper industry, once known for cut-throat internal competition and many editorial biases, has escaped the chaos. SPH has been playing an instrumental role in the nation-building efforts of Singapore and is one of the largest listed companies in Singapore. SPH now also boasts strong financial, material and personnel power, and has been a multimedia platform of newspapers, TV and Internet products and services.

The History and Current Situation of Journalism Studies in Korea

Heo Jin

Journalism education and research has been studied for 50 years after Korea independence. Journalism related major is opened in 90 colleges out of 2004-year-colleges in South Korea. Total number of professors working in journalism department is approximately 400, that of journalism students is about 14,000 and that of master and doctoral students is approximately 700. The number of members of Korean society of journalism and communication studies, one of the oldest journalism and communication association in South Korea, is approximately 700. The field of journalism studies in South Korea is developed gradually and approached the global standard. The field of journalism studies is rapidly changing. However, researchers wonder whether journalism studies in South Korea have identification. However, scholars in journalism studies criticize journalism education in South Korea in three ways. First, scholars criticize the lack of practical courses in journalism curriculum in universities. Second, scholars did not develop Korean style of communication model because scholars adapt western theories and methods without criticism. Third, scholars studies popular trends of journalism studies, so they cannot develop theoretical basis.

Foreign Media in China and Countermeasure for Domestic Media

Fei Jiang

With the opening policy of China, foreign media have entered our professional technologi-

cal magazines. From then on, the first level of great media in the world, such as the Newsgroup, Viacom, Disney, AOL - Warner, Bertelsmann have entered into Chinese market through different channels. This paper, using the "entry" in general, discusses the advantages and disadvantages of this phenomena, and bring forward Chinese functional strategies to it.

The Modern Media and Academic Nationalism in TV Study

Xinlei Yong

The paper reviews and analyzes our TV - Study from the global media integration as well as the psychoanalytic - history of Chinese modern humanity academic, based on this two purviews to dowse and seek their source, to deeply expose and meditate the academic nationalism with malpractices of it, which is latent in deep mind of TV - Scholars. Therefore, the author advocates to absorb and cumulate both Chinese and western schools, and perseveres in a multiontology and a homosource in TV - Study even in media study.

The Conflict and Perspective Between Hani Culture and Popular Culture

Jianhua Liu

The globalization of media culture is an irresistible trend, with it the popular culture may have impact on, if not destroy, the local nation culture spirit. This paper argues that Hani culture is taking advantage of popular culture for it's own sake rather than rejecting it blindly, by analyzing the nature of Hani culture's skill, custom culture and impact received.

The Highlight of International Communication Geography

HaoGuang Liang

"International Communication Geography" is a communication theory from a geographical perspective that holds communication as an oriented idiographic phenomenon in the real life of history and nowadays. This article explored historical communication of civilization, their transformation in different space and the sights they created. Moreover, the parlance of international national civilization communication geography entitles domestic mainstream culture to dominate other cultures, and scholars major in communication view it as the easiest to bring misgivings to the culture imperialism, so the national culture communication is fed up with menace, that is some pendent problem in the domain of "that nation's culture dominating this nation's culture". On the other hand, these foreign nation cul-

tures that are considered to own compelling diffusion is actually the strong diffusion in other nations. The paper argues that international communication should not be considered as a high-average culture geographical space. It may be argued that the influence and communicational sights of communication geography is actually the outcome of “time-geography-history”, but not the course of “space-simultaneity”.

The Terminal of Human and Communication

——The Prosperity of Individuality and Communication Propelled by the Cyber

Guanglie Zhu

The development of the cyber makes us live in a situation where virtual reality prevails. Meanwhile, the development of individuality will lead to the emancipation of human beings, which we called spiritual emancipation. In the future, the material human will be placed by spiritual human. This article argued that the traditional media and communication might be terminated and a research system concerning information and its phenomenon might emerge.

编者的话

首届亚洲传媒论坛在圣诞气氛渐浓的北京圆满落下帷幕。在 2003 年 12 月 20 日到 21 日的两天会期中,来自亚洲各个国家和地区的 20 名学者和从业人士做了精彩的主题发言,同时有来自澳大利亚、阿联酋、土耳其、巴勒斯坦、美国和法国等地的学者和代表列席了论坛,来自国内的学者、研究生和业界人士更是云集会场,会场始终洋溢着民主、平等和热烈的学术交流气氛。会议在北京广播学院国际交流中心的报告厅举行,北京广播学院院长刘继南、韩国高等教育财团事务总长金在烈以及国务院新闻办公厅副主任杨正泉在开幕式上致辞,北京广播学院副院长苏志武也参加了会议,会议由北京广播学院教授丁俊杰和胡正荣主持。

这次论坛具有规格高、内容广、学术性强的几大特点。由于今年是首次举办亚洲传媒论坛,作为主办方的亚洲传媒研究中心没有限制此次论坛的主题。其中既有宏观性的比较研究,也不乏微观具体的个案研究,充分体现了在“亚洲传媒”这个领域之下专家学者共同或各有侧重的兴趣点与关注焦点。

作为这次活动的承办方,北京广播学院亚洲传媒研究中心看中了正在逐渐加强的亚洲地区间媒体合作以及传媒产业和学界对这种合作的迫切要求,审时度势举办首届“亚洲传媒论坛”。事实上,作为专门的研究机构,对于亚洲问题,特别是亚洲的传媒发展以及相关的政治、经济及文化的发展,北京广播学院亚洲传媒研究中心都在进行着长期的关注和专项研究。而作为该中心的合作与资助方,韩国高等教育财团为这次学术交流活动提供了资金上的支持,从而使这次活动带有了更多的国际间合作色彩。作为聚焦亚洲传媒研究的首次高规格论坛,会议举办得紧凑、热烈,最终取得了圆满成功。与会者纷纷感谢主办方和与会的专家学者为亚洲传媒研究搭建的此次对话平台。亚洲传媒论坛以后将每年举办一次,而论坛的永久宗旨就是为亚洲地区传媒的学术交流提供机会和平台,并努力成为亚洲传媒研究的学术盛典。

在本次论坛上作发言的 20 位学者包括中国人民大学的陈力丹,韩国昌原国立大学的许进,新加坡南洋理工大学的 Shyam Tekwani,澳门大学的吴玫,马来西亚《星洲日报》的丘启枫,北京广播学院的胡正荣,韩国高丽大学的吴泽燮,汕头大学的袁舟,中国

人民大学的喻国明,北京广播学院的陈卫星,韩国《中央日报》的吉炅宇,北京广播学院的郭镇之,新加坡南洋理工大学的 Ian weber,华东师范大学的黄佶,北京大学的程曼丽,日本早稻田大学的谷藤悦史,新加坡南洋理工大学的徐小鸽,苏州大学的陈龙,韩国东西大学的金基弘,北京广播学院的赵靳秋。

本论文集分为发言和论文两大部分。部分发言人把科研成果整理成了论文,本书收录了这些学者的论文,为了避免重复,删除了他们的发言部分,还有少部分国内发言人的成果已经收录在论坛召开前出版的《亚洲传媒研究(2003)》中,故此论文集中不重复收录。此外,作者用英文投稿的,保留原文,不做翻译。

互联网

政府新闻网站的原创魅力

——试析千龙网在“非典”报道中的创新探索

刘 津

内容摘要:政府新闻网站享有的原创权是一块潜力巨大的拓展领域,在与资金、人员优势明显的商业网站竞争中,原创内容可以成为政府新闻网站的“独门武艺”,吸引忠实的访客群。本文就北京市政府新闻网站——千龙网在“非典”时期的原创新闻专题进行内容分析,认为该网在SARS专题报道过程中,从专题口号的设计,到深度报道的策划、整合信息的视角、回应网民的方式等方面,都体现出值得称道的创造力,有些报道的质量已在传统媒体之上,这体现出网络媒体原创能力的日趋成熟。

关键词:政府新闻网站 原创 重设议题

2003年4月下旬,SARS病毒突袭北京之际,也是网络媒体继伊拉克战争之后再次趁势而起、激烈较量之时。千龙网作为北京市政府的新闻网站,既要抓紧时机提升点击率和访客数,又面临与资金、人力优势明显的商业网站比拼的紧迫压力。尽管在综合实力和盈利能力上,政府新闻网站由于政策和体制的因素而稍逊于商业网站,但政府背景也同时赋予千龙网独享的权威疫情信息首发权和信息原创权。千龙网以往原创方面的传统优势,在“非典”报道中得到了进一步的巩固,其原创的形式、手段和内容也更加多样化和老练,一些报道的水平已经超过了传统媒体的水准。原创信息由于其内容的差异性和独家性,容易提升读者忠诚度,并形成品牌号召力,这一点在千龙网有明显体现,目前超过半数的访问者都是老访客,他们已经成为千龙网的固定读者群。本文通过对千龙网在2003年4月22日到6月10日“非典”爆发期抗击“非典”专题^①特色的回顾,试图粗略总结出新闻网站在原创方面的最新探索成果。

新闻专题——一句口号成为流行语

2003年2月,广东“非典”疫情较为严重的时候,千龙网已经着手开设有关预防“非

^① 见 <http://china.qianlong.com/fd/old.htm>。

典”小知识的栏目,3月下旬推出了“预防非典型肺炎”新闻专题,率先在网上报道北京“非典”疫情。4月20日卫生部常务副部长高强宣布,北京报告339例“非典”病例,并开始逐日发布“非典”疫情,这标志着政府在“非典”问题上开始实施信息公开的原则,也意味着“非典”报道的战役已经全面打响。

研究一些国内网站的专题设置,该网人员发现,绝大多数的专题口号以“珍爱生命,防治非典”居多,这种口号在力度上相对软化,读起来缺乏掷地有声的效果。而当时的社会现实却是:“非典”信息的公开和增多,给公众造成了相当程度的恐慌,地铁里几乎人人戴口罩,北京街头人迹稀疏,人们相互间频频传递有关“非典”的种种流言,一些地方竟然出台了捕杀宠物的荒唐政策,对于官方网站来说,其使命已经不单单是传播信息,反映动态,而是担负起平息恐慌、增强民众信心的责任,以此为出发点,千龙网把“众志成城,抗击非典”作为新闻专题的主题口号,这个口号后来得到了广泛的响应,几乎成为“非典”时期的一句流行语,出现在街头、媒体和各种宣传品当中。

从4月22日到6月10日的49天中,千龙网新闻中心协同技术和商务部门,根据抗非形势的变化,对此专题进行了不间断的微调,先后调动新闻中心7个部门48名编辑参与维护,设置栏目32个,更新新闻与资讯信息15860条。

深度报道——另类思维独树一帜

千龙网记者部10位记者素以采写大型深度报道见长,他们打造的“千龙视野”已经成为品牌栏目。此次“非典”专题中,记者部一千人马推出《非典时期非常报道》系列报道,先后撰写深度报道53篇,这些报道视角灵活,形式多样,其文字之洗练、采访之深入、题材之新颖、选点之奇特不输老辣的传统媒体,各大网站在第一时间纷纷转载,使得这些精品文章一时间在网络上广为流传。在铺天盖地的关于“非典”的报道中,网络原创却能另辟蹊径,奉献给网友耳目一新的文章,千龙网的创新主要体现在:

■借用多种表现形式,文章柔软耐读

1. 口述实录:真实再现“非典”众生相

口述实录最早出现在《北京青年报》有关都市人情感生活的版面中,主要是讲述都市人真实的爱情生活经历。“非典”报道中,千龙网的记者借用了这种形式,以第一人称“我”的表述方式,讲述新闻主人公在“非典”时期的诸多波折。这种形式真实可信,内容充满故事性和戏剧性,容易引起读者的心理共鸣。

以记者阿良采写的《逃兵》^①一文为例,这篇报道记叙了北京“非典”高发时期,一位

^① 见 <http://www.qianlong.com/3413/2003-6-4/225@880904.htm>.