

## MASTER'S THESIS

### 重構快樂感覺

方維

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重構快樂的感覺

Reconstructing the Perception of Happiness

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哲學碩士學位課程

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## 提 要

《城市畫報》於 1999 年改版後即得到同行和讀者的高度認同，它順應當時時代發展的潮流，讓讀者得到不同於過往的快樂感覺，即令人性得到解放的感覺。

本研究著重探討的問題有二：《城市畫報》在 1999 至 2001 年期間如何成功地轉變人們對“快樂”的感覺？這一轉變在當時社會背景下的意義何在？研究的方法主要包括對雜誌圖片進行抽樣編碼分析，透過文字解讀文本，重閱當年的讀者來信以及對當時的主要編輯、記者的書面訪問。分析過程中，本研究分別從感覺的途徑、感覺的個體和感覺的內涵等三個層面探討畫報所建構的快樂感覺，發現它有以下的特點：首先，感覺的途徑更偏重於感性，強調自由、放縱的身體體驗，以豐富的色彩表達和另類的攝影風格帶來新的視覺衝擊；其次，感覺的主體定位為個體，張揚具體個體中的“各自各快樂”；最後，快樂的對象不再限於宏大的事物，還包括身邊瑣碎點滴；快樂不再只有單一的模式，應該去盡情享受多元化的生活方式；快樂不再定義為得到結果的一剎那，生活過程本身也值得我們細細咀嚼、慢慢品味。總括來說，《城市畫報》讓讀者重新認識了日日夜夜所處的城市，把分分秒秒變化中的新生活定義為美好的生活。在面對美好的、自由的、充滿活力與希望的生活時，油然而生的快樂感覺是不言而喻的。

## Abstract

*City Pictorial* won its good fame among the professionals and readers just after the publication of its new edition. It followed the development of the times and impressed its readers with a new perception of happiness. The current study focuses on two research questions: How did the magazine reconstruct its readers' perception of happiness? What was the meaning of this reconstruction at that time? The research methods mainly include coding, text analysis, re-reading the readers' letters during the publication and interviewing the chief editors and reporters by email. The study examines respectively on the channels, the subject and the content of the perception of happiness constructed by the magazine. The constructed perception of happiness is found to have the following characteristics: First, the perception became more sensitive, emphasizing the bodies' experience and bringing in new visual appeal with rich and colorful expressions and alternative photographic fashions. Second, the subject of perception has shifted from the collective to the individual. Personal happiness was then highlighted. Third, the objects of happiness were no longer confined to things of political importance. Happiness could come from small and unimportant things. It was not only in homogeneity, but also enjoyed heterogeneity; not only focused on the outcomes, but also on the whole processes. In all, *City Pictorial* has shed new light on city life and made it appears good and promising.

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