

MASTER'S THESIS

「媒介增生」與市場新聞學: 九十年代香港報紙圖象化現象之研究 駱柱君

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「媒介增生」與市場新聞學：

九十年代香港報紙圖象化現象之研究

“Media Rejuvenation” and the Rise of Market-driven Journalism:

Towards Graphicization in Journalistic Paradigm

in Hong Kong in 1990s

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摘要

「媒介增生」這個概念，是指舊媒介在全新開放及充滿競爭的傳播環境中，爲了免遭淘汰及保持競爭力，不斷對固有的表達形式作出自我調整和更新的一種過程。研究以九十年代中期後，香港中文報紙報道圖象化的發展爲研究對象，發現這時候白熱化市場競爭，把報紙這種舊媒介帶離文人辦報的經營意理和共同加價的保護機制的蔭庇中，在市場新聞學的辦報理念全面掛帥下，傳統報紙媒介亦從九十年代以前相對匱乏競爭和穩定的「非開放式」的傳播生態環境中，步入九十年代中期以後充滿高度競爭和傾軋的「開放式」傳播環境中。

除了白熱化的報紙競爭以外，報紙媒介也要面對其它新媒介的不斷發展所構成的壓力。另外，再加上整體經濟環境不景、紙價上升、廣告額下跌、讀者老化，以及九七政權的移交等因素都使報紙更側重市場讀者口味，並致力於「非政治化」的報道題材，及不斷尋求增生的途徑。隨著整體社會閱讀習慣不斷變遷，被稱爲「圖象一代」的新生代讀者喜歡「即食」的影像多於文字，亦推使報紙掌舵人要一改過去以文字爲主的傳統新聞處理方式，以迎合在資訊爆炸、信息超負荷年代中普羅大眾的「即食閱讀」需要。

爲挽報紙媒介的競爭力和針對讀者流失的頹勢，及達到「受眾最大化」的生存目標，報紙掌舵人開始探討報紙與其所在傳播環境的依存關係，並正視過往一直忽略的社會、政治和經濟等傳播環境壓力。當商業辦報再與麥金塔電腦等嶄新傳播科技契合後，報紙亦從過往只著重新聞內容的編輯方針，同時注重新聞內容的表達形式。而圖象化兼具簡單化、戲劇化和普及化等特質，自然備受奉辦報年青化爲圭臬的辦報者的青睞。

研究亦發現，香港中文報紙在一九九七至一九九八年，才全面進入報道圖象化的年代。自一九九八年起，報紙頭版中圖象篇幅超越文字篇幅、新聞則數迅速減少、報道篇幅愈來愈短、標題愈來愈大，「多圖一文」式的新聞報道方式確立成形。此外，在物競天擇的報業競爭中，圖象化「媒介增生」現象由最初只在《蘋果日報》一家出現，變爲全港中文報章的普遍現象。雖然大眾化報紙在圖象使用量、圖文比例、標題圖象化方面，與非大眾化報紙有所區別，但兩者對圖象的重視卻無二致。

總體而言，本研究發現圖象化現象是報紙進行「媒介增生」的結果，而圖象化式報道亦成爲，中文報紙在面對政治、社會和經濟等不利傳播環境的壓力下，與相同媒介和不同媒介搶奪讀者和廣告等資源時的一種生存手段。

Abstract

“Media Rejuvenation” is a process that a traditional medium tries to survive and maintain its competitive power in a new and open media environment by constantly making self-adjustments and innovating its formats and styles of reportage. This research tried to look at the development of graphicization found in Chinese newspapers in Hong Kong after the mid-1990s. Research found out the kind of open media environment, which was necessary for the rejuvenation of the Chinese newspapers, did not exist in Hong Kong before the mid-1990s, although there were rises of new modes of mass media and changes in the people’s reading habit. In addition, the joint efforts of the publishers to raise the selling prices of the newspapers as a result of the protectionism also stopped the newspapers to “rejuvenate”.

After the mid-1990s, newspapers have become a commercial product. The market-directed economy forced Hong Kong newspapers into an age of keen competition. The newspapers had to face all kinds of socio-economic pressures that existed in the medium environment. When facing the aging problem of readers, the audio-visual influence of television, the new generations of youth who prefer “fast-food news” in an age of information explosion, the competition with new media such as Internet, the economic difficulties such as the increasing price of paper and the decreasing newspaper advertisement, etc. The reportage format of newspapers is forced to “re-generate” in the direction of graphicization, which can maximize newspaper circulation and readers.

The change in the newspaper media to market-oriented administration with the aid of new media technology and Macintosh computer system also provide a platform for graphicization of newspapers. Editors turn to emphasize on both the package and content of the newspaper, instead of caring for the content only. Graphicization bound with the elements which make the news more simplify, more easy to read are favored by the news editors.

Actually, the graphicization of Hong Kong Chinese newspapers started to mature since 1997 and 1998, but not in 1995 as many people presumed. Since 1998, the bigger the graphics, the less the news stories, the shorter the news, the larger the heading, a new reportage format --- “one text with several graphics” finally has established.

Initially, only “Apple Daily” moved towards graphicization. However, due to the highly competition among different newspaper media, the graphicization of newspapers has become a common journalistic practice. Although graphicization in popular newspapers is far more evident than those of elite newspaper, either in the amount of graphics used, the graphic-text ratio or the size of the headings, most Chinese newspapers in Hong Kong turned to emphasize the use of news graphics. As reflected in the graphicization of newspapers, we can trace the process of “media re-generation”. The graphicization is a mean of “rejuvenation” used by newspapers aimed at surviving under the political, social and economic pressures in a highly competitive environment.

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