2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Global Media Journal

VII

Yahya R. Kamalipour (

)

Hamid Abdollahyan

Hussein Amin ( )

Lee Artz ( )

Frank Aycock

Bekir Azgin

Mashoed Bailie

Gabriel J. Botma

Naren Chitty ( )

Vibert Cambridge ( )

Hart Cohen

Robbin D. Crabtree ( )

Miyase Christensen

Buroshiva Dasgupta

Alireza Dehghan

David Demers ( )

Zhenzhi Guo ( )

Hemant Shah

Nancy Snow ( )

Joseph D. Straubhaar ( )

Majid Tehranian ( )

Daya Thussu ( )

Herman Wasserman

Dwayne Winseck

ITO Youichi ( )

2010-12

2010 8 23 28
“ ”

10

“ ”
“ ” “
” CEU
“ ” “
” “
”
“ ”

9

“
” “ ”

“
• ”
“
” 2005 2009

4

identifies specific dilemmas facing media workers. The appropriate research methods here are qualitative—ethnography, case studies, focus groups, and participant observation.

The hot issues we face in international media ethics need to be grouped under the three categories defined above, with the methodology used according to the place of the issue in the typology. There are six significant problems and challenges that media ethicists are working on worldwide. The normative category has been receiving the greatest attention from academics and professions, and four of the basic issues are in that category: social justice (especially in these days of the information revolution, only the venerable concept of justice can serve as the basis for regulatory standards and professional practice); truth (truth not simply as accuracy, but a truthful account that includes context and underlying meaning); non-violence (the golden rule as reciprocity among human beings is the natural way for communities to flourish); human dignity (cultures define this in different ways, but at its basic level it means all human beings have sacred status without exception). The hottest issue in metaethics is developing a new generation of moral theory that is cross-cultural and gender inclusive. In descriptive ethics, the problem is instrumentalism, in which we allow the massive technological changes in the media to override human values.

Since these six issues are complex, no one academic or professional will solve them singlehandedly. Research on these issues needs to be collaborative, international, and multiculture.

Key words ethics , Metaethics, Normative ethics, Descriptive ethics,social justice, truth, non-violence,human dignity, new generation of moral theory, instrumentalism

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

____

____

4 Facebook

“ ”

1.

ICT

accessibility

“ ”

ICT

“ ” “ ”

80% 7 5000 1 5000
6% “
”

debatin 2008 260; cf. Chester, 2007

2.

· Karl Jasperse 1995
“ ”

“
” sensitized concepts Herbert Blumer 1969
IQ

“ ”

“ ” “ ” . “ ”

reality

truth

19 20

(Ward, 2004, ch.6)

.

Stephen Ward “

(p.261)

“ ”

· Dietrich

Bonhoeffer

(Bonhoeffer, 1995, ch. 5)

(Pippert, 1989 11)

“ ” interpretive

sufficiency · Clifford Geerts “

” thick description

3.

“ ” . .

. . . Vaclev Havel . Nelson Mandella

St. Augustine

Battles,1996

“ ”

(Kang, 2006)

. Johan Galtung

“ ”

. Jake Lynch

(e.g. Lynch & McGoldrick, 2005; Lynch, 2008)

Galtung 1998

“ ”

Seow Ting Lee(2009)

1

2

3

Lee 2009

1)

2)

3)

4.

Likute

1948

“

”

“ ” “ ” “ ”

“ ” 1948

20

· Bella Mody

BBC

5.

Kant

“ ”

“ ”

“ ”

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

40% Facebook Twitter Youtube

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Clarifying Fundamental Issues in Journalism Ethics

.

Abstract A disquieting aspect of journalism ethics is the disconnection between application and theory is. In order for theory to be practical, there is a request for the clarification of what journalism ethics is. This paper discusses two: first, is ethics about knowledge? Second, what is the basic subject matter of ethics? This paper also argues how to establish ethical journalism.These considerations can help us think about the values we want to foster in our communicational relationships and institutions in politically organized society.

Key Words Journalism Ethics value

· Karen Sanders CEU

08

—— PCC 2007
2007 2008

18 20 21

20 90
2006 1997 2003
1998 1999
1970

Aznar 1999 Brajnovic 1978
Bertrand 2000 2003

Kenneth Starck “
—— —— ” (2001: 144)

“ ”

Press Complaints Commission 2008: 8, 25, 26; 2009: 4, 26
Sanders and Hanna 2011
Hanna and Sanders 2010
Christians 1995, Black 2008

“ ” Christians 2008: 4

“ ”

“

” 14 “ ” “

” “ ” “ ”

“ ”

Sanders 2003:

· Margaret Archer

……

(2000：17)

Lovibond 2002: 16
Warnock 1998:163

Oakeshott

“ ” 1991: 63

“ ”

Christians 2008:12

“ ”

“ ”

“ ”

Solomon 2003: 215

Oakley and Cocking, 2001

“

” “ ”

17 .

“ ”

Oakley and Cocking 2001: 89
Conboy 2004
Ponsford 2008

“ ”

“ ”

2010 520

Burgen ,2010 7

27

21

“ ” Rhonheimer, 2000: 361

“

”

.

1921-2002 “ ” public reason

21

21 “ ”

Archer, Margaret (2000) Being Human. *The Problem of Agency*. Cambridge: Cambridge University Press.

Aznar Hugo (1999) *Ética y periodismo: Autorregulación, códigos, estatutos de redacción y otros documentos.* Barcelona: Paidós.

Bertrand Claude-Jean (2000) *Media Ethics and Accountability Systems.* Piscataway (NJ): Transaction.

Bertrand Claude-Jean (ed) (2003) *An Arsenal For Democracy: Media Accountability Systems.* Cresskill (NJ): Hampton Press.

Black, Jay (2008) *"An Informal Agenda for Media Ethicists". Journal of Mass Media Ethics.* 23: 28-35.

Brajnovic Luca (1978) *Deontología periodística.* Pamplona, EUNSA.

Burgen, Stephen (17 July 2010) *'Spain to ban sex adverts from national newspapers.'* The Guardian, 6.

Christians, Clifford G. (1995) *"Review Essay: current trends in media ethics", European Journal of Communication.* 10 (4): 545-558.

Christians, Clifford G. (2008) *"Media Ethics on a Higher Order of Magnitude". Journal of Mass Media Ethics.* 23: 3-14.

Conboy, Martin (2004) *Journalism. A Critical History.* London, Sage.

Hanna, M. and Sanders, K. (2010) *"Should editors prefer postgraduates? A comparison of United Kingdom undergraduate and postgraduate journalism students". In B. Franklin (ed.) Journalism Education, Training and Employment.* London: Routledge.

Lovibond, Sabina (2002) *Ethical Formation.* Cambridge, MA: Harvard University Press.

Oakley, Justin and Dean Cocking (2001) *Virtue Ethics and Professional Roles.* Cambridge: Cambridge University Press.

Oakeshott, Michael (1991) *Rationalism in politics and other essays*. Indianapolis: Liberty Press.

Ponsford, Dominic (27 May, 2008) 'Trust in journalists plummets - but estate agents come last in new survey.' Press Gazette. Retrieved July 10, 2010, from http://www.pressgazette.co.uk/story.asp?storycode=41264

Press Complaints Commission (2008) The Review [annual report for 2007]. Retrieved July 17, 2010 from http://www.pcc.org.uk/assets/80/PCC_AnnualReview2007.pdf.

Press Complaints Commission (2009) '08 The Review [annual report for 2008]. Retrieved July 9, 2010, from http://www.pcc.org.uk/assets/111/PCC_Ann_Rep_08.pdf.

Rhonheimer, Martin (2000) La Perspectiva Moral. Pamplona: Eunsa.

Sanders, Karen (2009) *Communicating Politics in the 21st Century*. Baskingstoke: Palgrave Macmillan.

Sanders, Karen (2003) *Ethics and Journalism.* London, Sage.

Sanders, Karen and Mark Hanna (2011) *British journalists. In eds D. Weaver and L. Wilnat Global Journalists.* London/New York: Routledge.

Solomon, Robert C. (2003) *"Corporate Roles, Personal Virtues: An Aristotelian Approach to Business Ethics."* D. Statman (ed) Virtue Ethics. A Critical Reader. Edinburgh: Edinburgh University Press, 205-226.

Starck, Kenneth (2001) *"What's Right/Wrong with Journalism Ethics Research." Journalism Studies*, 2 (1): 133-152.

Warnock, Mary (1998) *An Intelligent Person's Guide to Ethics.* London: Duckbacks

Regulation of the Media - A Free Market-place of Ideas?

.

“
”

•

•

•

“ ”

sms

2009

(45% - 7
) Facebook

11
11
•S• •S• • • “ ”

1963 45
2010 2010 8 19
http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr10/

“

”

“ ”

35 40

“

”

2000 ECHR “

” “ ”

1215

1275 “

”

1636

1641

1643

1644

“

”

“

1689 9 “

”

1787 1788

1936 AC 578 at 627.

• • 2007

‘ ’

“ ”

“ ”

“ ”

“

”

“ “

ECtHR (Judgment) 24 September 1992, Case No. 10533/83, Herczegfalvy .v. Austria; ECtHR (Judgment) 23 September 1998, Case No. 24838/94, Steel and Others .v. UK; ECtHR (Judgment) 25 November 1999, Case No. 25594/94, Hashman and Harrup .v. UK; ECtHR (Judgment) 14 March 2002, Case No. 26229/95. Gaweda .v. Poland; ECtHR (Judgment) 25 January 2005, Case Nos. 37096/97; 37101/97, Karademirci and Others .v. Turkey; ECtHR (Judgment)17 January 2006, Case No. 35083/97, Goussev and Marenk .v. Finland; ECtHR (Judgment) 17 January 2006, Case No. 36404/97, Soini and Others .v. Finland; ECtHR (Judgment)18 July 2006, Case No. 75615/01 Stefanec .v. Czech Republic; ECtHR (Judgment) 27 September 2007, Case No. 30160/04, Dzhavadov .v. Russia; and ECtHR (Judgment) 17 June 2008, Case No. 32283/04, Meltex Ltd. and Mesrop Movsesyan .v. Armenia. See also ECtHR (Judgment) 26 April 1979, Case No. 6538/74, Sunday Times (1) .v. UK; ECtHR (Judgment) 17 July 2001; Case No. 39288/98, Association Ekin .v. France; ECtHR (Judgment) 13 February 2003, Case Nos 40153/98; 40160/98, Cetin .v. Turkey, and ECtHR (Judgment) 26 July 2007, Case No. 64209/01, Peev .v. Bulgaria.

( )1979 8 26 , 6538/74.

“ ” “ ”

•

……

“ ”

2010 2
http://www.publications.parliament.uk/pa/cm200910/cmselect/cmcumeds/362/36202.htm

“ ”

……

“

… …

”

(2003) 36 EHRR 41 at para 109
R v ASA Ex Parte The Insurance Service (1990) 2 Admin LR 77 per Glidewell LJ.
765
[2006] UKHL 44 [2001] 2 AC 127.

BBC

“ ”

“ ”

1990

U “

“ ” “

”

“ ”

“

”

“ ”

2003 3
2003 319 1

-
-
-
-
-
-

“ ”

2003 320
2003 319 6
2003 321

18

“

” “

”

“ ”

•

“ ”

“

”

“ ”

•

888-889

“ ”

•

“ ”

“ ”

“ ”

2003 4.2 319 b
906
2003 4.2 319 b

“ ”

“ ”

“ ”

•
•

“ ”

“ ”

“
”

“ ”

“ ”

•

1996 10 11 919 -920

Vest AS 21135/05 2008 12 11
930
[2008] 1 AC 1312 ( ).

“ ”

“ ”

•

“ ”

“ ”

“ ”

“ ” “ ”

“ ”

“

” “ ”

935-936

2003 32

1990 17

1990 17 4

33 A 17 5

2003 265 2

“ ”

“ ”

“ ”

“ ”

2003 277 278 286
2003 319
1990 15 6
2006 35-38

“ ” “

”

“ ”

“ ”

•

“ ”

“

”

“ ”

•

“ ”

•

•

“ ”

.

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Why to Give up Ethics First: The Professional Dilemmas of Chinese Journalists

“ ”

“ ”

2006

13 18 38

288 38 60

2010

“ ”

Abstract Asking why the professional ethics cannot be rooted deeply in the Chinese journalism practice, which may be much more important than criticizing the low level of Chinese journalism ethics simply. To answer this question, we should pay close attention to what the journalists think and act in real news-making circumstances. In 2006, we launched a qualitative research of investigating the Chinese journalists professional ethics problems, and got 288 valid field research diaries and 38 indepth interview records which has been published in the book The Hard Journalism Self-discipline. This paper can be seen an re-analysis of these empirical materials to discuss the real problems and challenges the Chinese journalists facing.

Keywords: Journalism Ethics, Journalism Practice, Professional Dilemmas

“ ”

“ ”

90

“ ”

IFJ

1999

SPJ

1991 1997 2009

“ ”

2003 “

” “ ”

“

”

2010. 3

“ ” 1997

“ ” 1997

“ ” 2002

http://www.ifj.org/en/articles/media-ethics-and-self-regulation-conclusions-of-the-conference-tirana-september-1999

http://www.spj.org/ethicscode.asp

< >

http://www.chinanews.com.cn/gn/news/2009/11-27/1988722.shtml

" "

http://news.xinhuanet.com/zgjx/2007-01/05/content_5568048_1.htm

2010

“

“ ”

“ ”

“ ”

2006

13 18 38

288 38 60

“ ”

2010

“ ”

“ ” “

” “ ” Ą Б

“ ”

“ ”

“ ”

“

” “

”

“ ” “ ” “
” “ ” “ ”
“ ”
“ ‘ ’

“ ”

“ ”
“ ” “ ” “ ”
“
”

“ ”
“ ”
“ ” “ ” “ ”
“ ” “ ” “ ”
“ ”
“ ”
“ ”
“ ” “ ” “ ”
“ ‘ ’ ‘ ’
”

“ ” À

“ ”
“ ”

“
” “
”

“ ” “ ”

“ ”

“ ”

“ ”

“ ” “ ”

“ to be ”

“ ” ought to be

“ ”

“ ”

“ ”

“ ”

1997

2002

2003

32

1 1

19

“ ”

“ ” “ ”

“ ” “ ”

” “ ”

“ ”

“ ……

……

”

“

”

” “ ” “

”

“ ” “

” “ ” “ ”

“

”

“ ”

“ ”

“ ”

“ ” “ ”

“ ” “ ”

“ ”

“ ”

“ ”

“ ” “ ”

“ ” “ ” “ ”

“ ”

2010 12

2010 2 7 2010 12
Global Media Journal

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

UNESCO

Media Code of Ethics: the View from UNESCO

.

.

Abstract : Press freedom is the corollary to freedom of expression, which should exist independently of the media type. On the other hand, good journalism is guaranteed through a whole set of ethical and professional standards, codes of ethics, editorial guidelines and media accountability mechanisms based upon self regulation practices and operated by the media themselves. Citing *The Elements of Journalism* and introducing the related code recommended by UNESCO, Mogens Schmidt, from UNESCO, analyzes the problems of ethics and professional standards of media, meanwhile highlights the new challenges of internet media.

Key words : UNESCO, media ethics, professional standards, Internet media

Mogens Schmidt UNESCO

2010

“ ”

“ ”

19

“ 3D ” “ 3D

Development Democracy Dialogue

.

“ ”

NGO

“ ” “ ”

1.

“ ”

2.

“ ”

3.

—

4.

5.

6.

7.

8.

9.

——

“ ”

1954

1986

—— “

”

——

——

——

“ ”

47 25

“

”

——

1. ——
   2.
   3.
   4. ——
   5. ——

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Ethical Issues in Photojournalism

Abstract: Being a senior professional photojournalist who has worked in mainland China, USA and Hong Kong SAR over 20 years, the author gives a thorough analysis on the ethical issues involved in photojournalism, especially in the aspects of falseness, indecency (and obscenity), privacy and graphics.

Key Words: photojournalism, ethics, media, photographer, photojournalist

“ ”

2009 8 14

/ .
2009 8 14

Joshua Bernard

21

Julie Jacobson

9 3

1991

2009 2

Robert Gates

“ ”

8 24

John Daniszewski

“

”

Thomas Curley

“

”“

”

2.

1

False)

Indecent (and obscene)

pornography ” “

erotica “ ”

“ ” “ ”

graphic,

2

Credibility,

To be or not to be: that is the question.

To shoot or not to shoot: that is the question.

to shoot

“

”

“ ”

“ ”

“ ”

“ ” “

” “

”

“ ”

· Stanley Forman

1975 7 22 .

19

.

. 1/250

8 . “

”

.

“ ”

“ ”

.

· Kevin Carter

a.

b.

c.

2005 2002 5 14

5 7

“5.7”

2002 5 14 15 05 “5.7”

“

”

“

”

EDS NOTE GRAPHIC CONTENT **Lebanese citizens carry a man who was killed by shrapnel from an explosion in Kfarshima, near Beirut, Lebanon, in this July 17, 2006, file photo. (AP Photo/Hussein Malla/FILE)

“ ”

EDS NOTE GRAPHIC CONTENT eds editors Graphic content

Harold Evans *Pictures on a Page*

London Observer

Vincent J. Alabiso former Associated Press executive photo editor

Pictures On the Pages “ ”

“ ”

graphic

“ ”

2010 8 19 8 19

19 8

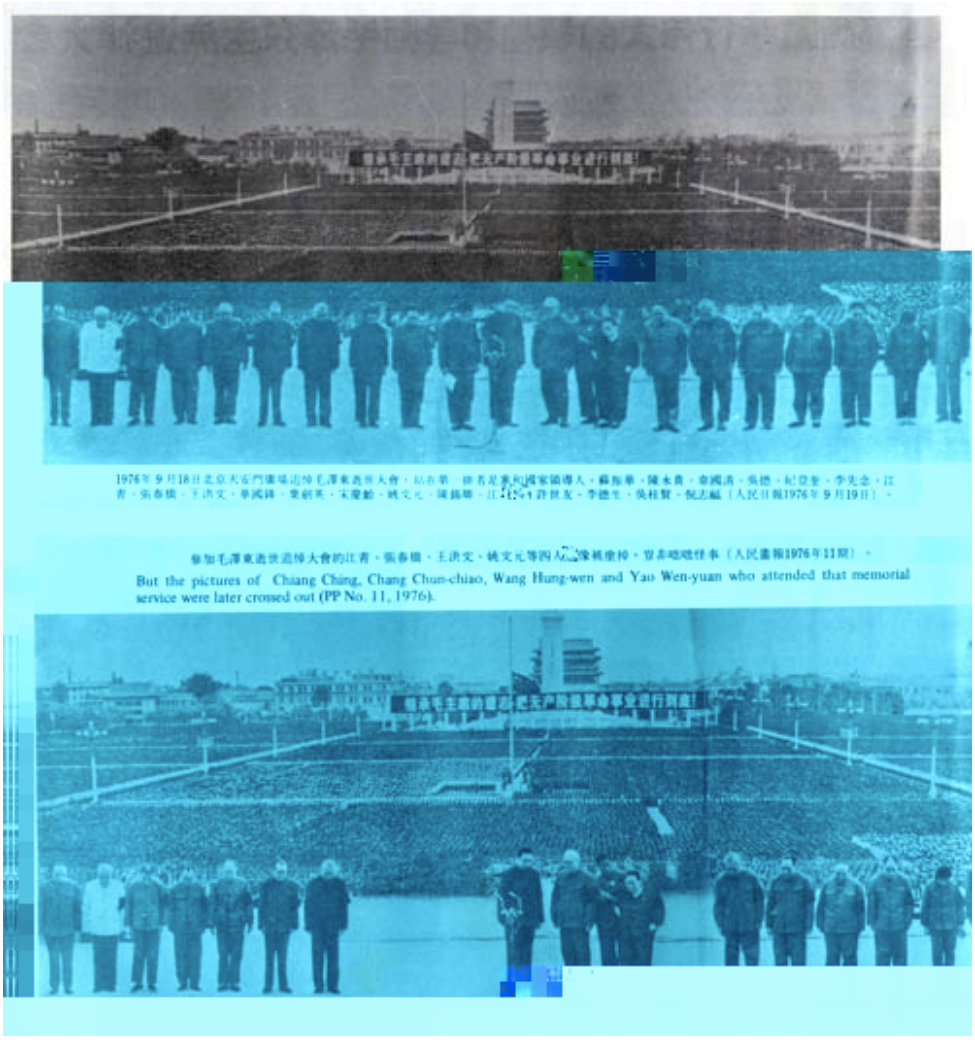
30 2 90 30

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

2010 5 8 White Girls

“ ”

日本
報果
午夜巴士大災難



1976年9月18日北京天安門廣場追悼毛澤東逝世大會，站在第一排者是黨和國家領導人，蘇振華、陳永貴、華國鋒、吳德、紀登奎、李先念、江青、張春橋、王洪文、華國鋒、葉劍英、宋慶齡、姚文元、陳錫聯、江[illegible]許世友、李德生、吳桂賢、倪志福（人民日報1976年9月19日）。

參加毛澤東逝世追悼大會的江青、張春橋、王洪文、姚文元等四人[illegible]像被塗掉，留下啞啞怪事（人民畫報1976年11期）。

But the pictures of Chiang Ching, Chang Chun-chiao, Wang Hung-wen and Yao Wen-yuan who attended that memorial service were later crossed out (PP No. 11, 1976).

Los Angeles Times

Allies Battle Iraqi Fighters on City Streets

Pawns and Human Shields in Basra

Military Stands by

2010 3 3 2010
Stepan Rudik RAW

2010

花開富貴財
竹報平安幸福

7 18 (Reno-Tahoe Open) ·
(Matt Bettencourt) 11

.

“ ”

“ ”

“ ”

“ ”

“ ”

2005 7 “ ”

“ ”

1998

“

”

1990

“ ” “ ”

1

2

3

4

5

1.

2.

3.

4.

4.1

4.2

4.3

5.

6.

“ ” “ ”

ChinaFotoPress,

IC 2007 8

photomall photobase

cnsphoto chinafotopress IC imaginechina

5

“ ”

“ ”

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Media Campaigns of Lawyer and Judicial Justice

163 “
”

Abstract: All foreign national legislations do not prohibit the lawyer from making statements out of the court, but they restrict the statements harmful to the substantive justice, and the false information. The lawyers can make statements that make no real harm to fair trial, publish procedural information, and make the statement as a response to eliminate the negative effects of the others. China should learn from the above rules, revise the Article 163 of "Rules of Lawyer's Professional Conduct", prohibit "the statement that could be reasonably considered to undermine the justice of the expression," and provide safe harbor rule, the right to respond rule, the truth rule.

Key Words: lawyers’ media campaigns, harbor rule, the right to respond rule, the truth rule

2008
SFB2008

38 “

”

“ ” Media

Campaigns)

“ ”

“

” “

”

2008 07 08

“ ”

1990 8

27 9 7 23 “ ” “

”

“

”

2004 3 30

“ ”

162

163

“

” “

”

· R · 2003 1159

2004 3 30 163

“
”

163 “
” 2004
2004 “ 3.6 ” a “
”
“ ”
“ ”
“ ”
“ ”
3.6 (b)
(1)
(2) (3) (4)
(5) (6)
(7)
(1) (6) (i) (ii)
(iii) ( )

3.6 (b)

“ ” “ ”
“ ”
“ ”

8.4 “
”

2004 (c) “
” “ ” “ (a)

”

“
”

2004 “ 4.1 ”
(a) (b)

1.6

8.4
c “ ”

“ ” “ “

Kevin C. McMunigal, The Risks, Rewards, and Ethics of Client Media Campaigns in Criminal Cases, Ohio Northern University Law Review 2008, Symposium Articles.

“ ”

“ ”

163 “

”

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

The Contextualized Phenomenon of Public Opinion in Sensitive Cases

“ ”

“ ”

“ ”

Abstract: More and more people are discussing sensitive cases, and the discussion has strong "contextualized" features, which include the tendency of promp presumption, the impact of Internet media, being volatile and lack of deep thinking, and so on. The reasons for this phenomenon include culture influence. Besides, there is a huge psychological distance between the public and some public institutions , people are lack of procedural rationality, and the media deliberately manipulate the process,etc. In order to make progress in the rule of law ,we should reverse this "contextualized" tendency, and this particularly demand the relevant public institutions' continuous efforts .

Key Words: sensitive cases; opinion; context, rule of law

“ ”

“

”

“

”

“ ”

“ ”

“ ”

“ ”

/

“ ”

“ ” James Stoner

Sunstein “ ” group polarization

“ ”

“

” “ ” “

[ ] 1993

”

“ ” “ ” “ ”

“ ”

“

” “ ” “ ”

“ ”

“ ” “ ”

“ ”

196 : ( ) , 1990
2009 2 155

“ ”

“ ”

“

” “ ” “

”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

41 : ( ) , 1990

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

“ ” “ ”

“ ”

“ ” “ ”

“ ”

“ ”

Media Representations of News Anchors ' Professionalism in the US and in China: Comparative Case Studies of Newspaper Coverage of Walter Cronkite and Jing Luo

2009

2009

48 6 5

25

CQNews, 2008 7

“ ”

Zhao, 1999

Xinhuanet, 2009

10 2008

7 8

2009

2009 6 4

30

2009 7 17 .

9 9

25 10 10

“ ”

Couldry, 2003 “ ”

Schudson, 2001, p.152

“ ”

Deuze, 2005 2005

2005

“ ” “ ”

“ ” Donsbach, 1995 Lichtenberg, 1996

Westerstahl, 1983 in Carpentier, 2005

“ ” “

” Aldridge & Evetss, 2003, p. 559 1972

p.660

1979

Danials, 1973; Schudon, 2001

1980

Chan et al., 2004; Lee, 2005; Zhao, 1998; Zhao, 1999; Zhou [Zhao], 2000 1978 20

Lee, 2005

“ ” Starck & Sudhaker, 1978, p.44

Gans, 1979; Madsen, 1984; Matusow, 1983 Pugsley & Gao, 2007

2

“

” Schudson, 2001, p. 149 2003 “

”

p. 555 Johnson, 1972 1978

20 50

1972

“ ‘ ’ ” Reese, 2001, p. 175-6

1998 6 12

2005

1

2 3 4 “

/ /

” p.201

2001

“

” p. 176 “ ” p. 166-8

3

2003 “

” “

” p. 7

2007

Lexis-Nexis Walter Cronkite

7 17 9 10

51 328

6

Lexis-Nexis 3

CNKI National News and Magazine Index Database

6 “ ”

6

20 WAN, 2008

40 , 762		
	4	47
	11	189
	9	212
	8	137
	6	151
	2	26
33 , 373		
	3	26
	4	72
	4	84
	7	54
	3	21
	9	78
	3	38

Krippendorff, 2004

2003

labels and influence

1

2

Rather,

2009

1983

8 Wang, 2009

“ ”

“ ” “ ” “ ”

“

1968

‘ ’ ” Hinckley, 2009 “ ”

“ ”

“ ”

1993

6

/ “

” “ ” “ ”

Durkheim, 1964 “ ”

CBS “ ” “ ”

“ ” “

” Cheney & Ashcraft, 2007, p.151 “ ”

“ ”

762

895 373 424

Tuchman, 1978 “

” Miller, Andsager, &

Riechert, 1998, p.312-3

“ ” “ ” Gamson & Modigliani, 1987

Tewksbury & Scheufele, 2009

89 43

11.6%

132

two-observer-many-nominal-categories reliability Krippendorff, 2004, p. 227

132 149

86.3% 0.84 95.2%

0.93

1

895 580

65.7% “ ” ” ” ” ”

“ ” 18.8%

28.1%

25.5% 46.5%

“ ”

56.8%

22.3% 9.5% 6.6% 3.1% 1.2%

0.5%

“ ”

“ ”

48.7% “ ” 37.0% “ ” 7.6% “ ” 4.2% “

” 2.5%

“ ” CBS CCTV

Russo, 1998

:

	44	19	62	8	129	11	95	20	4	0	21	11	29	39	116	140	500	248
	8	18	41	14	29	1	53	11	0	0	18	31	10	16	29	44	188	135
	1	1	33	1	1	0	21	3	0	0	8	1	0	0	4	2	68	8
	0	0	1	0	0	0	2	0	0	0	0	0	3	0	1	1	7	1
	1	0	1	0	1	0	4	0	0	0	28	2	13	1	8	0	56	3
	6	4	12	4	5	0	12	1	4	0	5	4	1	1	8	8	44	4

” Llyod, 2009

Brookhiser, 1997;

Weber, 2003

95 Klinkenborg, 2009

Ellyn,

2009

Tewksbury &

Scheufele, 2009

Pugsley

& Gao, 2007; Gans, 1980

Zhao,

1998, Zhao, 1999, Zhou [Zhao], 2000

161 61

43 27

2003 “

” “ ” p.144-5

“

” Singer, 2003, p. 142

Aldridge, M. & Evetss, J. Rethinking the concept of professionalism: the case of journalism, British Journal of Sociology, 2003,54 4 :547-64.

Apker, J., Propp, K M., & Zabava Ford, W. Negotiating status and identity tensions in healthcare team interactions: An exploration of nurse role dialectics. Journal of Applied Communication Research, 2005,33:93-115.

Barley, S. R. Technology as an occasion for structuring: Evidence from observations of CT scanners and the social order of radiology departments. Administrative Science Quarterly, 1986,31:78-108.

Brookhiser, R. The way of the WASP. Critical white studies. Philadelphia: Temple University Press,1997.16–23.

Bruin, M. Gender, organizational and professional identities journalism. Journalism, 2000,1 2 :217-38.

Carlone, D., & Taylor, B. C. Organizational communication and cultural studies: A review essay. Communication Theory, 1998,8:337–367.

Carpentier, N. Identity, contingency and rigidity The counter- hegemonic constructions of the identity of the media professional. Journalism, 2005,6 2 :199-219

Cheney, G. & Ashcraft, K. Considering ''the professional'' in communication studies: Implications for theory and research within and beyond the boundaries of organizational communication. Communication Theory, 2007,17:146–175.

Chan, J. M., Z. Pan, & F. Lee. Professional aspirations and job satisfaction: Chinese journalists at a time of change in the media. Journalism and Mass Communication Quarterly, 2004,81 2 :254-273.

Couldry, N. Media Rituals: A Critical Approach. New York: Routledge,2003.

CQNews. The most viewed TV show Xinwen Lianbo celebrated 30th anniversary yesterday. Retrieved from http://ent.people.com.cn/GB/42075/81374/6722667.html, on Jan. 28th, 2010.

Daniels, K. How free should professions be? in Eliot Freidson ed. .The Professions and Their Prospects. Beverly Hills, CA: Sage.,1973.

Deuze, Mark. What is journalism? Professional identity and ideology of journalists reconsidered. Journalism,2005,6 4 : 442–464.

Donsbach, W.'Lapdogs, watchdogs and junkyard dogs', Media Studies Journal, 1995,9 Fall : l7–30.

Durkheim, E. The division of labor in society. New York: The Free Press,1964.

Ellyn, G. Cronkite reported news the way it should be. USA Today, July 22, 2009.

Entman, R.. Framing: Toward clarification of a fractured paradigm. Journal of Communication,1993,43 4 :51-8

Foucault, M.. P. Rabinow Ed. .The Foucault reader. New York: Pantheon,1984.

Gamson, W. and Andre Modigliani, Media discourse and public opinion on nuclear power: A Constructionist Approach, American Journal of Sociology,1987, 95 July :1-37.

Gans, H. Deciding what's news: a study of CBS Evening News, NBC Nightly News, Newsweek and Times. New York: Vintage Books,1979.

Gold, M. Obama extols Cronkite at memorial. Retrieved from Los Angeles Times website: http://articles.latimes.com/2009/sep/10/entertainment/et-cronkite10, on Jan. 28th, 2010

Hinckley, D. Most trusted man in America, he's gold standard among all. Daily News, July 18, 2009.

Johnson, Terence J. Professions and power. London: Macmillan Press,1982.

Klinkenborg, V. Appreciation: Walter Cronkite. New York Times, July 21, 2009

Krippendorff, K. Content analysis: An introduction to its methodology. Thousand Oak, CA: Sage,2004.

Lambert, B. L. Directness and deference in pharmacy students' messages to physicians. Social Science and Medicine, 1995,40:545-555.

Lee, Chin-chuan. The conception of Chinese Journalists: Ideological convergence and contestation. Making Journalists: Diverse Models, Global Issues. London: Routledge,2005.107-126.

Lichtenberg, J. 'In Defense of Objectivity Revisited'. Mass Media and Society London.New York, Sydney, Auckland: Arnold,1996. 225–42.

Lloyd, R. An appreciation: He gave us the feeling that things would be all right. Los Angeles Time, July 18, 2009.

Madsen, A. 60 Minutes: The power & the politics of America's most popular TV news show. New York: Dodd, Mead &Company,1984.

Matusow, B. The evening stars: The making of the network news anchor. Boston: Houghton Mifflin coh Mtho.

Miller, M., Andsager, J., & Riechert, B. Framing the candidates in presidential

Reese, S. Understanding the global journalist: A hierarchy-of-influences approach.

Journalism Studies, 2001,2 2 : 173-187.

Russo, T. C. 'Organizational and professional identification: A case of newspaper journalists', Management Communication Quarterly, 1998,12 1 :72–111.

Singer, J. Who are these guys? The online challenge to the notion of journalistic professionalism. Journalism. 2003, 4 2 : 139-163.

Schudson, M. Discovering the new: A Social history of American newspapers. New York: Basic Books/Harper Colophon Books,1978.

Schudson, M. The objectivity norm in American journalism. Journalism, 2001,2 2 :149-170.

Schudson, M. The Sociology of news Contemporary sociology . New York: W. W. Norton & Company,2003.

Scott, C. R. Identification with multiple targets in a geographically dispersed organization. Management Communication Quarterly, 1997,10:491-522.

Starck, K. & A. Sudhaker. Reconceptualizing the notion of journalistic professionalism across differing press systems. Paper presented at the Annual meeting of the association for education in journalism 61st, Seattle, Washington, august 13-16, 1978

Tewksbury, D., & Scheufele, D. A.. News framing theory and research. Media effects: Advances in theory and research. Hillsdale, NJ: Erlbaum,2009.17-33.

Tuchman, G.. Objectivity as strategic ritual: An examination of newsmen's notions of objectivity. American Journal of Sociology, 1972,71:660-679

Tuchman, G. Making News: A study in the construction of reality. New York City: Free Press,1978.

Pye, Lucien, ed. Communication and political development. New Jersey: Princeton University Press, 1968.

WAN. World press trends 2008, World Association of Newspapers.,2008.

Wang, Y. Broadcast the voice of China graciously. Xinmin Evening News, June 6, 2009.

Weaver, D. H. ed. The Global Journalist: News People around the World. New Jersey: Hampton Press,1998.

Weber, M. The protestant ethic and the spirit of capitalism. Mineola, NY: Dove publications,2003.

Westerstahl, J. 'Objective news reporting', Communication Research, 1983,10:403-424.

Xinhuanet. National face Jing Luo died. Retrieved from http://www.yn.xinhuanet.com/ent/2009-06/05/content_16721090.htm on Jan. 28, 2010.

Zhao, Y. Media, Market, and Democracy in China: Between the Party Line and the

Bottom Line. Urbana, IL: University of Illinois Press,1998.

Zhao, B.. Mouthpiece or Money-spinner? The Double life of Chinese Television in the Late 1990s. International Journal of Cultural Studies,1999,2 3 :291-305.

Zhou [Zhao], Y. Contexts and implications of investigative journalism in post-Deng China. Journalism Studies, 2000,1 2 :577-597.

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Hypermedia Space and Global Communication Studies:

Lessons from the Middle East

( ) · ·

“ ”

2005 2009

:

Abstract: In this brief essay we purport to tease out some of the theoretical implications of the emergence of digital culture for global communication studies. To that end, we use the Middle East not as a “container” where we can capture distinct hypermedia dynamics, but rather as an optic on the changing nature of global communication in the digital age. With that in mind, we first explicate the notion of hypermedia space, then we move forward to look at the role of hypermedia space in political upheaval in Lebanon in 2005 and Iran in 2009, and finally we conclude with a discussion of the broader implications of these two cases for global communication studies.

Key Words: hypermedia spaces, global media studies, Middle East

.

.

“ ” (Kraidy 2006) “ ”

“ ”

2005 2009

1.

.

Ronald Deibert 1997

“

……“ ”

…… —

— —— ” (114-115)

YouTube Facebook Twitter

“ ”

“ ”

2005 2009

1 ——

2

3

Facebook YouTube ——

——

2. “ ”

2005 2 14 Rafiq Hariri

Future TV

Future TV

LBC

Future TV LBC

New TV

Al-Manar

(Kraidy 2009)

Kraidy 2009)

——“ ” Independence Intifada

LBC Star Academy

Facebook

2005

" Lahoud Nominee "

· " call 1559 "

LBC,

LBC

· Omar Karamé

" "

" "

6-8 2005

3.

2009 6 20

YouTube

Neda Facebook

BBC CNN · ·

Neda Agha Soltan 26 ·

Basij

8 20 2009 Press TV 6 29 2009 Weaver 7 1 2009

2009 11 5 BBC " "

http://www.youtube.com/watch?v =C4-iLG6FwRc BBC CNN

2009

2005 ң Æ ң ک

“ ” “
” Libresco
6 16 2009 Shirky

4.

2005 2009

——

——YouTube, Facebook, Twitter,
“ ”
“ ” “ ”

YouTube Twitter “ ”

“ ” “ ”

YouTube
CNN BBC

2009
9 66 429 284 32 200 000
48.5% Internet World Stats, http://www.internetworldstats.com Sysomos
8
600 Twitter (Schectman 6 17 2009)
“
18 24 ” Ballen Doherty
6 17 2009 · Maximillian Forte “ Twitter
Twitter
‘ ’ ”(6 17 2009)
“ ” “ ”

Bolter Grusin

“

” Bolter Grusin 1999

78

“ Twitter ”

Twitter

“ ”

“ ” IP

Kraidy, 2006

“ ”

“ ” “ ”

2005 “ ” 2009 “ ”

Twitter

Twitter Foreign Policy

Evgeny Morozov “

” Morozov 6 17 2009 “ ” “ ”

2005 2009

“ ”

1979

90 000

60 000 200 000

(Sreberny-Mohammadi Mohammadi 1994 Tehranian 1980 18)

Ballen, K. & Doherty, P. (June 15, 2009). The Iranian people speak. *The Washington Post*.

Retrieved from http://www.cnn.com/2009/WORLD/meast/06/16/iran.journalists.banned/index.html

Kraidy, M. M. (2006). Governance and Hypermedia in Saudi Arabia, *First Monday*, *11(9)*, available http://firstmonday.org/issues/special11_9/kraidy/ index.html.

Kraidy, M. M. (2009). *Reality Television and Arab Politics: Contention in Public Life*. Cambridge, UK and New York: Cambridge University Press.

Libresco, L.A. (June 16, 2009). Iran's revolution will be Twittered (and blogged and YouTubed and…). *The Huffington Post*. Retrieved from http://www.huffingtonpost.com/leah -anthinylibresco/irans -revolution-will-be_b_216490.html

Morozov, E. (June 17, 2009). Iran elections: A Twitter revolution? *The Washington Post*. Retrieved from http://www.washingtonpost.com/wp -dyn/content/discussion/2009/06/17/DI2009061702232.html

Musgrove, M. (June 17, 2009). Twitter is a player in Iran's drama. *The Washington Post*.

Nasr, O. (June 14, 2009). Tear gas and Twitter: Iranians take their protests online. *CNN.com*. Retrieved from http://www.cnn.com/2009/WORLD/meast/06/14/iran.protests.twitter/index.html

Plunkett, J. (June 16, 2009). Foreign journalists banned from streets of Iran. *The Guardian*.

Police, Basij 'imposters' arrested in Iran (June 29, 2009). *Press TV*. Retrieved from http://www.presstv.ir/detail.aspx?id =99327&sectionid=351020101

Putz, U. (June 22, 2009). Neda, is she Iran's Joan of Arc? *ABC News*. Retrieved from http://abcnews.com

Schectman, J. (June 17, 2009). Iran's Twitter revolution? Maybe not yet. *BusinessWeek*. Retrieved from http://www.businessweek.com/technology/content/jun2009

Sreberny-Mohammadi, A. & Mohammadi, A. (1994). *Small Media*, *Big Revolution: Communication*, *Culture*, *and the Iranian Revolution*. Minneapolis: University of Minnesota Press.

Tehranian, M. (1980). Communication and Revolution in Iran: The Passing of a Paradigm, *Iranian Studies*, *13*(1/4), 5-30.

Twitter.com (2010).

Twitter Fan Wiki. Hashtags. Retrieved from http://twitter.pbworks.com/Hashtags

Weaver, M. (July 1, 2009). Basij militia calls for Mousavi to be prosecuted over post-election unrest. *The Guardian*.

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Rhetoric of Television And Construction of Television Reality

“ ”
“ ” “ ”

Abstract: Television appears to be the reality itself, but actually far from it. Even a live TV, which claims to be the closest to reality, is but an outcome of human constructions. The so-called “television reality” in this article refers to the reality close to the real world but constructured by TV. During this process, the rhetoric of television plays an important role. The world in TV becomes a world “for us”, but not in itself. By the different rhetorical means, all the subjects concerned participate in the construction, by which they have completed their understanding and influencing of the surroundings. We can access to the essence of television from the view of rhetoric.

Key Words: quasi-language, rhetoric of television, construction, television reality

“9 11”

“9 11”

“ ……

……”

“ ”

“ ”

“

“ ” “ ”

“ ” “ ”

“ ” “ ”

“ ” “ ”

“

.

“ ” “ ”

”

12

“ ”

“ ” “

” “

”

……

”

.

.

“

”

“ “

“ ”

“ ”

“

”

“

.

“

“ ”

. “ ”

“ ”

.

.

“

”

1 2 3

……

“

”

2 **2**

3

8

“ ” “ ”

“ ”

.

	“ ”
	“ ” “ ” “ ” “ ”
“ ”	
	“ ” “ ” “ ‘ ’ 7 200 ” “ ”

. .

. .

http://space.tv.cctv.com/act/article.jsp?articleId=ARTI1257482502137870&nowpage=1

“ ”

“

” “

” “

……”

“ ”

“ ”

“ ” “ ” “ ”

“ ”

“ ”

2010

“ ”

.

“ ”

< >
http://blog.sina.com.cn/s/blog_66494c6d0100hbeo.html

“ ” http://blog.sina.com.cn/s/blog_4d141dd60100ffwf.html

“ ” http://tieba.56.com/v/tn-868730_bn-%E8%9C%97%E5%B1%85_pn-2

—— 209 1998

“

”

2003 8 11

.

1.

1

2.

3.

“ ”

“

[ ] · 2000

[ ] · 1985

[ ] · 1990

[ ] 1987

[ ] ·C

2000

[ ] 2000

1991

1999

1997

·G [ ] ·

1998 81-83

—— 1998

1994

· [ ] ·C

2000 218

http://www.cctv.com/program/sjzk/20030811/100379_3.shtml

“ ”

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Two Springs and Winters in the Development of Australian Chinese Media

1856
1858 36
1894
1957 1982

1856 1858 1894 1957 “ ”

Abstract: Australian Chinese media are a significant but under-researched topic in diasporic media study. There were two periods of boom and suspension in the development of Chinese media in Australia. 1856 saw the first bilingual (English and Chinese) newspaper emerged in Australia, but terminated publication in 1858. After that, there was no Chinese media launched in Australia for 38 years until 1894. This was the first “spring” and “winter”. 1894 saw a Chinese newspaper emerged again. After that, increasingly Chinese papers were published, and occupied the first position in Australian diasporic media market. However in 1957, all Chinese media eventually disappeared until 1982. This was the second “spring” and “winter”. This paper closely examines these two periods by political economic communication and diasporic media theories, and reveals that the political economic status of Australian Chinese, party politics in mainland China and Australian policies are three crucial factors for Australian Chinese media.

Key Words: newspaper, Australia, Chinese, political economic communication, diaspora

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

1856 Ballarat

Robert Park Wang &, Ryder,

1999 27

35

1

1858 V ßÂ X

	1982 2000	“ ”		10
	2001	“ ”		27

1856

“ ” “ ” 1858

“ ” 1894

1957 9

“ ” “ ” 1958

1981

1818

1851

Robert Bell Robert

1856

18 1854

Ballarat

Chinese Bell Robert

1856 4 19

Wang & Ryder, 1999 1999

Ballarat

500

1857 3 14

“ ”

13 7 3

3

1858 6 5

Robert

Robert

Robert “

” “ ”

Wang Ryder

1856

“ ”(Inter-library load)

1856

Ballarat

Park, R. (1922). *The immigrant press and its control*. Westport: Greenwood.

Wilson, C. C., & Gutierrez, F. (1985). *Minorities and media: Diversity and the end of mass communication.* Beverly Hills, California: SAGE.

Lai, H. M. (1987). The Chinese-American Press. In S. M. Miller (Ed.), *The ethnic press in the United States.* Westport: Greenwood.

1858

Robert Bell

Robert Bell

“ ”

Ballarat

1858 8

19

19

35

“ ” 35

19

“ ”

19 20

19

19 20

20 “

” “ ”

20

“ ”

1901 “ ”

20 50 “

” 1973 19

20

19 20

19 20

“ ”

1894 9 1

(Quong Tart) (Robert George Lee) Jason

Sun “ ”

20

1897

1894 1923

1894 9 1 19 1

19 13 4 2

13 “ ”

2

“ ” “ ” “ ” “ ” “ ”

“ ” “ ”

“ ” “ ”

1897 9 17

100

1923

20 20

“ ” 20

“ ”

1897 19

19 20 50 “

” “ ” “ ”

1907

“ XXX ”

19

1902

“ ”

“ ”

1911

20 “ ”

20 20 “ ” 20
“ ”
“ ” ( ) “ ”
“ ”

20

1949
1955 “
” 1955 10 10 “
……” 13
“ ” “ ”

1957 “ ”
1982

“ ”

“
” “ ”
9
1940

1957
“ ”
“ ”
1947
4000 1960 1880 88,000
1950 “ ”

13

80
1980

Fitzgerald, S. (1996). *Red tape, gold scissors-the story of Sydney's Chinese*. Sydney: The state library of New South Wales press.
Gilson, M., & Zubrzycki, J. (1967). *The foreign language press in Australia*. Canberra: Australian National University.
20 90 “ ”

“ ”

1894 1957

1958 1982

1856 1981

1922

· Robert Park

19 “ ”

“ ”

1930

“

” “ ”

Robert Bell

1923 “ ”

“ ” (sojourners)

“ ” “ ”

2001

1500-2000 2005

1989

Altschull, J. H. (1995). *Agents of power: the media and public policy* (2ed.). NY: Whites Plains.

Anderson, B. (1990). *Imagined Communities* (Revised ed.). London: Verso.

Bureau of Immigration research (Canberra). (1992). *Media and immigrant settlement*. Canberra: Australian Government Publishing Service.

Campbell, C. P. (1995). *Race, myth, and the news*. CA: SAGE.

Couchman, S., Fitzgerald, J., & Macgregor, P. (Eds.). (2004). *After the Rush-Regulation, Participation, and Chinese Communities in Australia 1860-1940*. Kingsbury, VIC: Otherland Literary.

Cunningham, S., & Sinclair, J. (2001). *Floating lives: the media and Asia diaspora*. Lanham, Boulder, New York, Oxford: Rowman & Littlefield.

Damousi, J. (1998). Chinese Australian history. In W. H. Geoffrey (Ed.), *Creating Australia*. Sydney: Allen & Unwin.

Dayan, D. (1998). Media in diasporic communities. In T. Liebes & J. Curran (Eds.), *Media, Ritual and Identity* (pp. 87). NY: Routledge.

Fitzgerald, S. (1996). *Red tape, gold scissors-the story of Sydney's Chinese*. Sydney: The state library of New South Wales press.

Gilson, M., & Zubrzycki, J. (1967). *The foreign language press in Australia*. Canberra: Australian National University.

Tosco, A. (2005). Features of early ethnic Ital-Australian newspapers: a case study of L'Italo-Australiano (1885). *Australian journalism monographs, 7*.

Hugo, G., Rudd, D., & Harris, K. (2003). Australia's Diaspora: its size, nature and policy implications. *A final report for the Committee for Economic Development of Australia*

Jones, P. (2003). Progress amid a "fountain of invented sensation": The Chinese-Australian press and governments (1856-1957). In S. Nolan (Ed.), *When journalism meets history*. Melbourne: RMIT Publishing.

Jones, P. (2005). *Chinese-Australian Journeys - records on travel, migration and settlement, 1860-1975*. Canberra: National Archives.

Jones, T. G. (1990). *The Chinese of the Northern Territory*. Darwin: Northern Territory University Press.

Jupp, J. (2001). *The Australian people: An encyclopedia of the nation, its people and their origins*. Cambridge: Cambridge University Press.

Kuhn, R., & Neveu, E. (2002). *Political journalism*. NY: Routledge.

Lasswell, H. (1948). *The analysis of political behaviors: an empirical approach*. London: Rouledge.

Louw, P. Eric, (2005). *The media and political process*. London: SAGE.

Macleod, C. L. (2006). *Multiethnic Australia: its history and future*. Jefferson: McFarland & Company, Inc.

Mosco, V. (2009). *The political economy of communication* (2ed.). London: SAGE

2010 2 7 2010 12
Global Media Journal, Vol 7 Issue 2 Dec. 2010

Seals in Ancient China : From the Perspective of Media History

Abstract: This paper studies the seals in ancient China from the perspective of media history. The author finds out several features about the ancient seals: the co-existence of replicability and uniqueness, the codependence of symbol and subject, time bias as well as space bias, real-name, and the usage in intra-personal, interpersonal and
1

1

“ ” “ ”

“ ” “ ”

“ ”

“ ”

“ ” “ ”

15 16 1981
1999 236
189 201 2000
2004

“ ”

“ ”

“

” “ ”

2

“ ”

3

28 1999

24 2001

“ ”

“ ”

1500

4

1928

5

. 2003
1997

4~5 1999

“ ” “ ” “ ” “ ”

“ ” “ ” “ ”

“ ” “ ”

“ ” “ ”

“ ” “ ” “ ” “ ”

6 “ ” “ ”

“ ” “ ” “ ” “ ” “ ” “ ”

”

1

111 123 1981

“ ”

“ ”

“ ” “ ”

“ ”

1

. “

”

“ ”

. . “ ”

“ ”

“ ”

4

[ ] · 200 206
2001

“contingency-norm” strategy on the process of Network Collective Behavior: Take Yang Yuanyuan event as example

“ -
” “
- ”

“ - ”

Abstract:

Wright

2000 Yang 2000

2001 2008 2009)

(Travers 2000 Jone, 1995 2007) (Reid, 1998)

Tan, Corbett & Wong, 1999 2001 2007

“ - ”

2003 125

“ - ”

2009 12 31 16 00 300
10000 500

13
“ ”
collective behavior Park “
” “
” 1994
747

“ ”
“ __ ” “ - ”

“ __ ”

“ ”
2000
____

1

2009 11 26 12

9 13

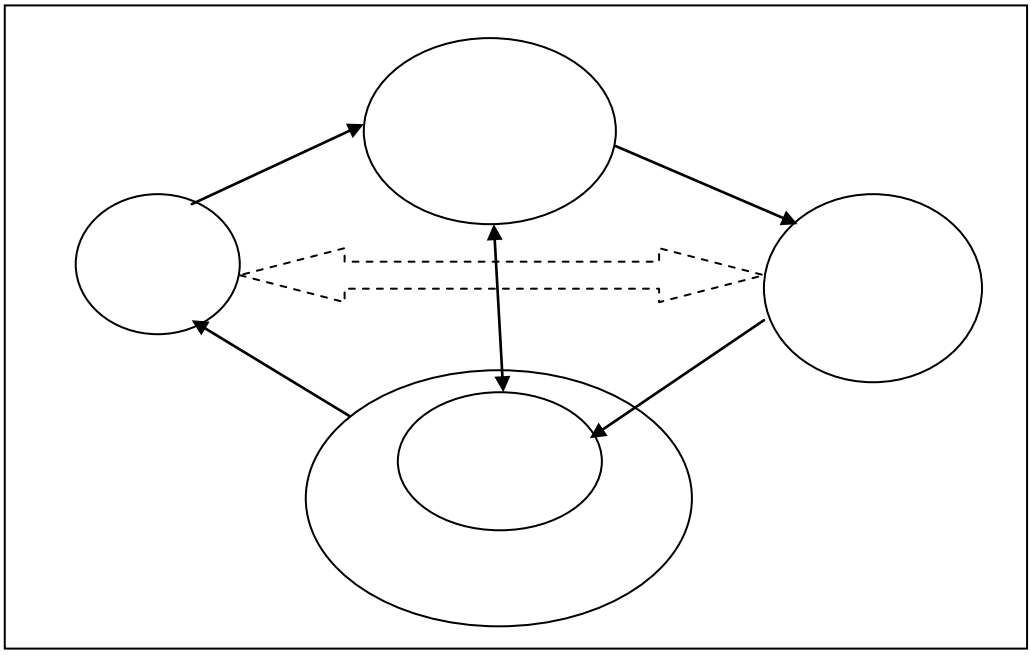
11 12 “ ”

“ ” “ ”

o4- }¡>

“

‘ ’ ŏ… Ê Ī



“ __ ”

“ ” “ ”

2007(3):168

1

2

3

1

2

“ ”

3

(peter has)

2009

“ ”

“ ”

“ - ”

(Instrumentally Rational Action)

(Value Rational Action)

(Affective Action)

(Traditional Action)

(· 2000:21)

“ - ”

“ - ”

Jones, S.G. The Internet and its social landscape. In S.G.Jone (Eds.). *Virtual culture: Identity and communication in cybersociety*. London. Thousand Oaks: Sage Publications. 1997.

Tan, F.B., Gorbett P.S.& Wong, Yuk-Yong.*Information technology diffusion in the Asia Pacific: Perspectives on policy, electronic commerce and education*. Hershey:IDEA Group Publishing. 1999.

Travers, A. *Writing the public in cyberspace: Redefining inclusion on the Net*. New York,

NY: Garland Publishing, Inc. 2000.

Wright, K. *Computer-mediated social support, older adults, and coping*. Journal of Communication. 2000:50 (3):100-108.

Yang, Chung-Chuan. *The use of the Internet among academic gay communities in Taiwan: An exploratory study*. Information, Communication & Society. 2000:3 (2): 153-172.

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

“ ”

.

“ ”

“ ”

“ ”

“

“ ”

“ ”