

论文

新闻框架的倾向性研究

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摘要:

美国媒介的自由主义神话使人们常常认为美国新闻记者是监督政府、捍卫民权的领袖,然而,这种媒介自由主义偏见却受到越来越多的质疑。美国主流媒体对儿童医疗保险计划报道的个案显示,新闻框架存在显著的倾向性。这种倾向性不仅表现为新闻偏见的简单正负二分,更彰显于谁是政策受益者、推理基础何在以及争论复杂性如何等三个不同的信息维度。美国政治文化中的个人主义,相对单纯、政治冷漠的受众,媒介对官方信息来源的依赖,以及媒介对于那些有权操纵结果的政府官员的偏向,使得新闻报道并没有像人们想象的那样站在公众一方。新闻倾向性成为新闻决策偏见和官方新闻管理技巧之间互动的产物。

关键词: 新闻框架;新闻倾向性;媒介偏见;政治传播;新闻生产;舆论

Slanting While Framing the News

Gerard P .Matthews,Robert M .Entman

Abstract:

The myth of the liberal media in America has led to a popular public perception that journalists serve as a watchdog of the government for the people .This liberal bias has been challenged by an increasing number of scholars .The case of the mainstream news coverage of the 2007 debate over reauthorization and expansion of the State Children's Health Insurance Program (SCHIP) reveals that journalists slant while framing the news .Over and above the basic question of whether the coverage is explicitly positive or negative,news slant is presented in three further message dimensions .They are : who the asserted beneficiaries of the policy are;what the assertion's basis of reasoning is;and how high the complexity of the argument is .According to the findings,the individualism that dominates American political culture,a relatively unsophisticated,apolitical audience that does not demand complex policy argument,the media's reliance on official sources for information,and the bias toward those officials with the most apparent power to affect the outcome disadvantaged the proponents of SCHIP expansion from the start .The pro- Administration slant is therefore a result of the interactions of journalistic decision biases with the news management skill wielded by contending teams of media manipulators .

Keywords: news frame;news slant;news bias;political communication;news production;public opinion

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