

## 摘要

本研究的主要目的，在於分析台灣的六家電視台—台視、中視、華視、民視、TVBS 及中天如何報導 2008 年的總統選舉，並探討這些電視台所報導的總統選舉新聞中是否存在著政治偏差。

研究方法方面，本研究採用了內容分析法及個案分析法兩種研究方法。在內容分析法上，本研究於六家電視台選舉前三個月的電視新聞中，隨機抽取二十五天的晚間新聞做為樣本進行分析。而在個案分析中，本研究則自 2008 年總統選舉所發生的重要新聞事件中，選取兩起新聞事件進行質化的個案分析，深入探討六家電視台對於個別事件的呈現，檢視其中是否存在政治偏差。本研究所選取的兩個個案分別為馬英九綠卡事件及謝長廷的調查局線民事件。

整體的研究結果顯示，六家電視台中，以中視及民視兩家電視台的政治偏差情形最為明顯。中視的報導較偏向國民黨的總統 / 副總統候選人；而民視的報導則明顯偏向民進黨的總統 / 副總統候選人。相較之下，華視及 TVBS 兩家電視台的報導，不論在報導數量、引用的消息來源及新聞給人的整體印象上均較為公正。此外，本研究也發現，和過去的總統選舉新聞相較，台視、中視、華視三家傳統無線台的政治偏差情形已有明顯的改善。這顯示，政府針對無線三台所有權所進行的一連串改革措施，對於三台新聞報導公正性的提昇有相當的成效。

關鍵字：政治偏差、總統大選、電視總統選舉新聞

## Abstract

This research examines how television reported the campaign and candidates during the 2008 Presidential Election in Taiwan. This research is based on a content analysis and a case study. Election news stories chosen for analysis were from the evening news of six television stations. Two important news issues were chosen for the case study

Results of this research showed that the election coverage of CTV and FTV were most biased. The coverage of CTV favored KMT candidates, and the coverage of FTV favored DPP candidates. CTS and TVBS-N were far more balanced in their coverage of the election than other television stations. Besides, this research also showed that compared to the campaign coverage of 2000 and 2004 presidential election, the three terrestrial television stations, TTV, CTV and CTS, were more balanced in their coverage of 2008 presidential election. This implies that the change of ownership has contributed to the achievement of more balanced election coverage in the three terrestrial television stations.

Keywords: political bias, presidential election, television news, election coverage