AN INVESTIGATION INTO THE INFLUENCE OF THE UNITED STATES MEDIA PRACTICES ON TAIWANESE BROADCASTING TELEVISION NEWS.

by

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ABSTRACT

This study investigates the influence of American media practices and aesthetics on the presentation of Taiwanese television news. The inception of this topic resulted from the obvious disparity between Taiwan's exemplary developmental experience (in relation to other developing countries) and the effect of foreign countries, particularly the USA on Taiwan's process of growth. In the 1960s Taiwanese television was regarded as the showcase of the dependency of Taiwan on the USA. [C. C. Lee, 1987]* Thirty years later, even though our environments have been globalised and post-modernism is the main stream in social science, this study will prove that the historical dependency of Taiwanese television news on American media has not changed.

Chapter 1 discusses the above statements in detail. It also outlines the framework of this study which consists of two facets: [1] the reasons underlying the influence of the United States media on Taiwanese television news; [2] the manner in which Taiwanese television news imitates the US media. Chapter 1 also includes an overview of the history of television in Taiwan: the process of setting up television networks, their structures, the colonial influence of Japan and Mandarin on the Taiwanese cultural sphere, the imitation of American television practices and aesthetics, and possible future shifts in television operations.

Chapter 2 consists of four sections. The first section discusses the flow of international information, in terms of its historical background, the different views on the topic, held by opposing schools thought, and the importance of this issue for Taiwan in the light of its aspiration to rejoin the international community. The second section examines the relationship between Taiwan and the USA. The relationship is debated in terms of three eras (i.e. early, middle and recent years) and four spheres (i.e. military, economy, politics and culture). A global view of these eras reveals the Taiwanese intention to minimise its American dependency: two of these four spheres (the military and economy) are showing signs of change. In the third section the character of television news is analysed in terms of the following features: a) the operational model engaged by the television networks, b) the visual effects, c) the emphasis on entertainment, d) the effect of the operational processes,
and e) the characteristics of American television news. The last section contains the research hypotheses of the study.

The investigative methods, analytic categories, and the process of sampling are explained in Chapter 3. “Stratified sampling” and “systematic sampling” methods were used to generate a sample size of 1,113 items. Content analysis was employed to examine these sample sizes and the subsequent reliability of this study. The final step was an inquiry into newspeople's personnel data, the usage of television equipment and the process of gatekeeping at the three Taiwanese television networks by means of mailed questionnaire.

Chapter 4 focuses on the results of the investigation and the themes of this study, which are: [1] the dependency on education and training, [2] the dependency on international news clips, [3] the broadcasting news style, [4] the judgement of news value, [5] the broadcasting of international news, [6] the dependency on technology, and [7] the arrangement of news processes and practices. The discussion seeks to provide data support of the research hypotheses: it briefly seeks to support the idea that Taiwanese television networks exhibit dependency on American news media in terms of technology, training, conceptualisation, aesthetics, practices and style.

Chapter 5 serves as the conclusion and proposal. The conclusion contains summaries of the results of the investigation as well as supplementary information and theoretical verification. The research limits of this study and suggestions fall under the reflection and proposal. The research limits include sample, interview, place and time. The suggestions raised pertain to three areas, that is, television networks, government institutions, and the question of future research.

Note:
The flow of international information is a topic which gained considerable currency and was widely discussed in the seventies. [J. Richstad & M. H. Anderson, 1981] With regard to its historical background, the principle of the free flow of information which arose from the theory of press freedom was universally accepted in the field of international communication after the Second World War. [H. S. Huang, 1986] Established in 1946, UNESCO published regulations which clearly supported the free flow of domestic and international information. [Y. Perng, 1986] Despite this, from 1972 onwards, a new dispute about the issue would surface at UNESCO every two years. Consequently, the International Commission for the Study of Communication Problems (abbreviated to the MacBride Commission) was convened to resolve these disagreements. They subsequently published their reports in support of a new world information order. [L. R. Sussman, 1980]

In reality, the liberalisation of the flow of information is an utopian idea contingent on many factors. It should be borne in mind that information in the modern world is characterized by basic imbalances, reflecting the general imbalance that affects the international community. These imbalances occur in a wide range of fields, particularly in the political, legal, and technico-financial spheres. [M. Masmoudi, 1979] Therefore, when we read about international communication, the unbalanced flow of international information is mentioned as a general trend, and, in addition, the modernisation or the dependency theory is referred to. Only those who possess superior technology and resources, like the Western industrial countries, have the power to transmit information freely to other countries. No obstacle or boundary can limit them. As a result of a lack of domestically generated communication, the developing countries must rely on the Western transnational news agencies to gain information. [J. A. Lent & A. Giffard, 1982]

This discourse includes a discussion of the role of communication and often contains references to such concepts as "media imperialism or cultural imperialism". Recently, due to the nature of the contemporary world situation which is characterised by economic dependency between countries, the concept of globalisation has also entered this discourse in
the form of discussions about the post-modern condition, the post-colonial moment and the information age. If we use the definition of the flow of international information offered by M. Hamid, namely, that to transmit information is to stride across more than two countries or cultural systems [ M. Hamid, 1986 ]8, the following trends emerge:

In the nineteen sixties, modernisation theory stated that, if third world countries accepted Western suggestions with regard to mass communication, their political, social and economic situations would improve. [ D. Lerner, 1958 ]9 [ W. Schramm, 1964 ]10 In other words, mass communication was seen as benefiting the development of “Third World” countries or those countries which could be characterised as on the periphery as opposed to the centre. According to dependency theory, “periphery” refers to the less developed countries, whereas “centre” indicates the Western industrial countries resulting in a relationship wherein the “periphery” requests cultivation and the “centre”, desiring to reap the profits, provides “cultivation”. The result is a dependency of the periphery on the centre. [ A. Frank, 1972 ]11 [ I. Wallerstein, 1974 ]12 Within this paradigm, mass communication emerged as a central cause of the dependency between the “periphery” and the “centre”; especially when the imbalance was reinforced through the importation of communication hardware, foreign-produced software, engineers, technicians, and related information protocols, that, in turn, established a set of foreign norms, values, and expectations which often altered the domestic cultures and socialisation processes. [ T. L. McPhail, 1981 ]13

In the nineteen seventies, the arguments concerning the flow of international information still continued. On the one hand it was argued that an imbalance existed between the developed and the developing nations, [ T. Varis, 1984 ]14, on the other, detractors noted that this view of the situation could not be justified without sufficient evidence. [ R. L. Stevenson, 1984 ]15 The issue of media imperialism was also hotly debated. E. E. Dennis argued that Western countries regarded the flow of information as saleable merchandise to Third World countries for economic profit and as an altruistic gesture to help Third World countries. In contrast, J. C. Merrill held that the charges of communication imperialism against the Western countries were unfounded, since “Third World” countries voluntarily accepted and sought Western information. [ M. C. Lee, 1987 ]16

A more recent trend is that of the globalisation of economic, social and political relations amongst different countries. The idea of globalisation implies interconnection and interdependency of all these areas as a result of economic and cultural practices which do not,
of themselves, aim at global integration, but which nonetheless produce it in the process of modernisation. According to J. Urry's statements, the effects of globalisation are to weaken the cultural coherence of all individual nation-states, including the economically powerful ones. The process of globalisation is a symptom of the "end of organised capitalism". Mass communication, for example, has grown to such an extent that 20-30 % of the world's population can simultaneously share a cultural experience; there is also an increased possibility of technological disasters which are not limited by national boundaries. [J. Urry & S. Lasch, 1987]17 The idea of a global world has often been characterised as an essential condition of post-modernity.

Different descriptions of post-modernity exist illustrating the complexity and multifaceted phenomenology of post-modern society. J. Tomlinson describes contemporary post-modern society as characterised by uncertainty, paradox, a lack of moral legitimacy, cultural indirection and a complex set of interdependencies. This, Tomlinson believes that, differs significantly from the relative cultural confidence which marked the 19th century European colonial projects. It also differs from the self-satisfied, wealthy the United States of the 1950s which was responsible for the global developmental programme of the "modernisation theory". [J. Tomlinson, 1991]18

The idea of a global, post-modern world has weakened the idea of a relationship of dependency existing between a "periphery" and a "centre". Instead, as a result of the flow of information, goods, money and people around the world, people have access to information about all corners of the globe. A descriptive phrase by R. Wright and D. McManus that the last "lost tribe" has been discovered and that our knowledge covers the expanse of the earth sums up this attitude. The earth is no longer a coloured sphere around a wooden axis which rotates in the classroom or at home. The programmes of American CNN (Cable News Network) can be watched on television sets in the airport of Prague (that is, after 1990), and also be received via satellite in the areas of the Amazon. Villages in Zambia have been exposed to "foreign" cultural imports such as "MacGyver" and "Beauty and the Beast" as well as Australian mini-series and British sport competitions for the past fifteen years. [R. Wright & D. McManus, 1991]19

The globalisation of communication fulfills significant functions in a number of important spheres. Advertising has introduced and established reputable product brands like the American "McDonald's" hamburgers, Japanese "Toyota" cars and French "Perrier" mineral
water outside their own countries with considerable success. Due to twenty-four hour electronic financial systems, the flow of transnational funds has led to domestic stock markets becoming globalised markets of single and nonstop exchange. Global communication has also brought about an awareness of the world's ills such as diseases like Aids, the spreading usage of narcotics, organised crime syndicates, international terrorism and environmental pollution.

In regard to politics, the definitions of "democracy", "rights", "freedom" and "power" are divorced from their specific contexts and deliberately or inadvertently standardized by means of the new media technology. Conversely, regional conflicts and events relating to national independence are widely broadcast and become part of an international media discourse. The struggle for ethnic and religious recognition in countries with diverse ethnic and religious groups such as the former Yugoslavia, Canada, Russia, Peru, or India, and Northern Ireland, is communicated worldwide. Even where racial and/or religious homogeneity is more or less in place, there is still a certain amount of societal conflict as subgroups and identity politics contest dominant viewpoints. These contestations are also conveyed to audience around the world as for example in the conflict between the Hispanic community and the police in Washington in 1991, the repeated problems in Britain "caused" by the nationalists of Wales and Scotland, and the insistent use of the "national" symbols of Brittany, Corsica, and Languedoc in France.

The communication of the struggle for independence in Europe and America is not a unique phenomenon. It has its counterparts worldwide, for example the Kurds in Iraq, the Zulus in South Africa, the Indians in Peru, the Basques in Spain and the Eritreans in Ethiopia all represent groups or "semi-nations" trying to preserve their particular identities. Like European and American nations they are not willing to see their languages, customs and communities submerged in the world of popular culture and political vulgarisation. [R. Wright & D. McManus, 1991] This phenomenon of the internationalisation of local issues has spread over-the-world-and-can-be-termed-the-"global-awareness-of-localisation". It finds articulation in separatist movements, gay rights groups and groups fighting for women's rights. This global awareness of the local suggests a paradox in the post-modern world: the global networks of information both remind us of the trend of globalisation and convey an awareness of the local.
Taiwan, the subject of this research, shares the background described above. Before World War II, it was a colony of Japan, and thereafter became a province of China. Four years later, however, the Chinese civil war caused the separation between Taiwan and mainland China. Since then, the Taiwanese government has adopted a version of democratic politics and a capitalist economy. Not only does it differ from Communist China in this respect. It has also been an anti-Communist outpost (before the end of the cold war) and a counter to the spread of mainland China (after the end of the cold war). It has maintained its position with American assistance for its modernisation projects. At present it has a thriving economy. Modernisation theory has been employed therefore as the explanation paradigm for its economic growth and relative political stability.

T. B. Gold and S. M. Chen, who subscribe to the modernisation theory, explain that Taiwan applied the “development approach” -- that is, economic liberalisation, capital doctrinalisation, social diversification, expanded political participation and increased efficiency -- to achieve its rapid economic growth. [T. B. Gold, 1987]\(^2\) UNCTAD, which published a report on trade and development in 1994, states that developing countries may learn from the Taiwanese experience, which includes using public policies and proper institutionalisation to overcome obstacles to long-term investment, production and marketing. [United Evening News, 15 September 1994]\(^2\) Taiwan is renowned as an economic miracle: it ranks 13th amongst the major trading nations and its GNP (Gross National Product) ranks 20th worldwide. The Taiwanese foreign exchange reserves have accumulated to exceed US $100 billion, second only to Japan. [China Express, 18 March 1995]\(^2\)

In discussing the function of the mass media in Taiwanese modernisation, one cannot ignore the role of the state which exercises a significant influence on media policy. Taiwan’s largest news agency (Central News Agency) and largest radio station (China Broadcasting Corporation) belong to Kuomintang, the party which has ruled Taiwan for fifty years. The state controls the three existing broadcasting television networks by means of holding major shares and occupying the seats of the directors and inspectors. When the Taiwanese government promotes national development, the mass media is used to propagate this campaign without question or debate. In the name of political security, the Taiwanese government often intervenes in media reports. Although the means taken by the Taiwanese government run contrary to the spirit of a free and democratic press, some scholars like C. S. Hsu, C. Y. Chu, C. M. Cheng and K. C. Lai argue that the state-centric control of the media.

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is considered central to the consolidation of the nation and to the development of its economy. [S. M. Chen, 1983] 24

In contrast, C. C. Lee and H. S. Huang argue against the development approach. They reason that, as dependency theory might lead us to expect, Taiwanese television media were originally established in such a way that the “periphery” relied on the “centre” through the possession of media shares [J. A. Lent, 1977] 25, the importing of programmes [J. Tunstall, 1977] 26, advertising [E. Cardona, 1975] 27, and the transference of technical equipment [P. Golding, 1979] 28. Although the Taiwanese state has used media legislation to increase indigenous television programming to 80% of content in 1976 [C. C. Lee, 1987] 29, the dependent model of Taiwanese media is still in play through a “hidden dependency”. Television programmes in Taiwanese may be locally produced, however the content and the formal aspects of these programmes are highly mimetic of their foreign counterparts. [H. S. Huang, 1984] 30

The aim of this research will look for signs of this “hidden dependency” on foreign media practices in the presentation of Taiwanese news broadcasting. The direction of investigation will focus on “hardware dependency”, by which is meant machines and technology, and “software imitation”, by which is meant operational processes, managing practices and stylistic practices. The methods used to unearth this hidden dependency will be: (1) data analysis to reveal the media’s dependency on education and training, (2) interviews to explore the media’s dependency on USA technology and USA news processes and practices, and (3) content analysis to examine Taiwanese media’s dependency on international news clips, the international conceptions regarding judgement of news value, international broadcasting news styles and international news items.

With respect to the discourse on the flow of international information and globalisation, only thirty-one countries in the world acknowledge Taiwan as independent of China. As a result many international conferences or organisations do not admit Taiwan. Taiwan is also deprived of opportunities to share international information for example, the United Nations, the World Bank and the International Telecommunications Satellite Organisation (Intelsat) provide an example within the borders of Taiwan. The reason is that China insists on recognizing one country meant unrecognizing the other: as the old Chinese saying has it, there can be “no two suns in one sky.” There is a counter-movement at work in reaction to these exclusion measures. Taiwanese nationalists seek to revive Taiwanese language,
customs and culture, and break from the Mandarin Chinese which has predominated in Taiwan for the past forty years. The nationalism practised by those who support Republic of Taiwan is believed to enhance Taiwan's potential for achieving an authentic nationhood and acceptance into the international community. Those who worry, however, about retaliation from mainland China discourage these activities. They argue for a separation of politics and economics in regard to mainland China thus promoting or encouraging only trade contacts.

Taiwan has problems arising both from outside and within in its own borders. The influence of the United States on its economics and politics cannot be ignored. This influence has a long history dating from the post-war period. When the Taiwanese government was at an impasse after the World War II, it had sought and obtained the help of the United States. Taiwan made use of the USA's money and military forces to stabilise internal politics, develop the internal economic system, and to counter the threat of Communist China. The USA's assistance lasted for fifteen years (1950 - 1965) and cost in excess of US $4 billion dollars. As a result, many Taiwanese educational, financial and national defence systems are structured along the lines of those found in the USA. So too; the system adopted by Taiwanese television stations is based on the American commercial media model.

Taiwanese television networks, in fact, have not broken their imitation of or dependency on the USA media since their establishment in the sixties. According to H. I. Schiller's description, at that time, the USA was the dominant country in the field of communication. [H. I. Schiller, 1969] J. Tunstall adds that in the 1970s, in most countries, the media existed on a diet of US and British imports. One of the major influences resulting from the importation of US media programmes lies in the adoption of its styles and patterns by most other countries in the world. This influence includes the very definition of what a newspaper, feature film, or television set is. [J. Tunstall, 1977] For example, in 1991, during the Persian Gulf crisis, the reports from the American CNN set the world standard for contemporary news reportage of war. Further the communication system in the USA is more advanced than in most other countries of the world, even though computers, satellites and networks of information have been the main elements of the communication revolution and have been adopted globally. [I. Pool, 1990] Therefore, this study looks not only at the content but also at the form of Taiwanese television news broadcasts -- which includes the aesthetics, stylistics and modes of presentation as well as the training and education of news broadcasters -- in order to construct both its manifest and hidden dependency on the USA.

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I seek to examine the influence of US media practices in the presentation of Taiwan television news. The evidence of such influence will be presented statistically and by means of figures and be explained in two areas: the dependency on American techniques, and the imitation thereof. These two areas are articulated in terms of 7 themes which operationalise the concept of dependency and form the framework for this study. These are:

A. The reasons why Taiwanese television news is affected by the US media
   a. the dependency on technology
   b. the dependency on education and training
   c. the dependency on international news clips

B. The manner in which Taiwanese television news copies the US media
   a. the arrangement of news processes and practices
   b. the judgement of news value
   c. the broadcasting news styles and aesthetics
   d. the broadcasting of international news.

In terms of the framework of this study, some terms require definition and further expansion. The concept of US influence relates to American support of its strategic interests in Asian-Pacific area, and to Taiwan's acceptance of US aid to further its political, economic and national development. The close relationship between these two countries is posited as the cause or reason for why many Taiwanese systems or frameworks are copies of those found in the USA. (More details on this issue will be discussed in Section 2 of Chapter Two.) Taiwanese television networks are also implicated in this relationship which affects the presentation of Taiwanese television media.

Apart from US media expansion as a result of a generalised US influence, US media practices are more advanced and hence are imitated by Taiwanese television networks, which further leads to Taiwanese dependency. This dependency is found in the copying of US media practices and extends to the formal aspects of presentation, the operation of processes, the presentation of content and the adoption of news value scales. These factors pertain irrespective of whether the content broadcast in Taiwan is local (in which case we are talking about a hidden dependency) or foreign (in which case the dependency would be more manifest.)
With respect to the 7 themes, the question arises: how to operationalise concepts in this study? One can look to previous research and theoretical constructs for help in this area. In Taipei, academic articles relating to Taiwanese dependency on American media usually hinge on these 7 themes articulated above. [C. C. Lee, 1987] [H. S. Huang, 1987] [L. H. Kuo, 1991] However most studies remain at the descriptive or theoretical level. There is little empirical data to support these themes. In this study, a decision was made to operationalise these themes -- to find concrete manifestations of them in the real world of Taiwanese news broadcasting. In this way, my study both leans on previous work yet also breaks new ground.

Why have Taiwanese television networks been chosen as the object of this research and as opposed to other television genres? As in the rest of the world, television is an indispensable part of life in Taiwan. This is shown by the following statistics. According to multinomial investigations, the rate of television acceptance in Taiwan was 3.42% (0.03 television set per family) in 1972. Nineteen years later, the rate reached 115.44% (1.15 television set per family). (see figure 1-1 on next page) [the Social Bureau of the Provincial Government of Taiwan, 1992] In 1991, 78.49% of the population watch television daily. [the Statistics Office of Executive Yuan, 1992] Watching television also ranked first in the major leisure activities of Taiwan’s population. [Association of Popular Opinion, 1992] In other words, watching television has become the most common pastime in Taiwan.

Figure 1-1: The rate of television acceptance in Taiwan
Amongst television programmes, news programmes are welcomed the most by the Taiwanese. [ C. C. Pan, S. F. Wang & Y. C. Hsieh, 1990 ] The most popular viewing time is from 6 pm. to 8 pm. and this is being done by 75.9% of the public. The television evening news in Taiwan is always aired during this time. If we distinguish between males and females, news programmes are favored first by the male audience, and second by the female audience. [ the Statistics Office of Executive Yuan, 1992 ] Television news is therefore a major genre and reason for viewing and hence it offers a suitable site for probing the influence of US media practices on Taiwanese television news.

Since television news can originate from broadcast television or cable television or even direct broadcast satellite (DBS), it needs to be defined. "Television" in this research means broadcast television for the following reasons: First, all the above statistics were taken from broadcast television. Second, cable television and DBS have not been legalised in Taiwan. Third, the broadcast television audience does not need to pay any license fees whereas cable television and DBS watchers do, hence broadcast television is more accessible to the majority of viewers than is cable television and DBS. Therefore this research is primarily based on the influence of US media practices on Taiwanese broadcasting television news.

CONTEXTUAL FRAMEWORK
This section will provide background information with regard to Taiwan, the establishment of the Taiwanese television networks, and their development to the present day. A discussion of television news follows, and the trend of Taiwanese television is then outlined.

Taiwan -- a brief historical look
Taiwan is an island situated between the Asian continent and the Pacific Ocean. Its circumference measures 36,000 square kilometers. It was originally a Chinese territory, but, as a result of the failure of Ching Dynasty of China in the Sino-Japanese War of 1894, the sovereign rights of Taiwan were ceded to Japan in 1895. Fifty years later, China defeated Japan in World War II, and Taiwan was reinstated as a province of China. At that time, China's full name was the Republic of China (ROC) and its ruling party was Kuomintang.
In 1949 the Chinese civil war broke out. Due to the defeat of Kuomintang by the Chinese-Communist party, Kuomintang went into exile in Taiwan and set up an anti-Communist government in Taipei. It was (and is) still officially called ROC. The Chinese-Communist party established its regime in Beijing and is officially known as China, People's Republic. Original "China" has thus separated into two countries ever since. In 1971 the United Nations decided that China's membership legitimately belonged to the Beijing government and that Taiwan was a part of China. In the eyes of the international community, of states, the Beijing government is recognized as the only legitimate Chinese regime. Taiwan may be considered "the orphan of Asia" -- bereft of parents and legal recognition.

Although Taipei’s attempts at nation status were thwarted by the Beijing regime, Taiwan succeeded in establishing a proud economic record: it is today a leading holder of foreign exchange reserves in the world, the world’s 13th largest trading nation, and 20th world-wide in its GNP (Gross National Product). Its economic achievement is due to the development of agriculture before industry which was then used to establish the industrial sector. Additionally, American assistance during the Korean and Vietnamese wars played an important role in Taiwan’s economic development. (The relationship between Taiwan and the USA is discussed in detail in Section 2 of Chapter 2.)

In recent years Taiwan has made significant political progress: in 1987 martial law was abolished and opposition parties legalised, press controls were removed in 1988, and in 1991, Taiwan withdrew its 42-year old claim to the mainland. In 1996 the first election permitting a vote direct for president will take place. Although political reformation has occurred in response to the demands of the people, the Taiwanese government hopes that these changes will re-mould the Taiwanese society to Western standards. The government believe that the closer Taiwan comes to emulating Western political institutions, the greater will be the recognition from the international community resulting in a possible diplomatic resolution.

Taiwan’s political reformation has not only caused its industries to thrive locally, but has also led to permission to invest in mainland China. According to the statistics, Taiwan has invested more than $10 billion in mainland factories, and trade between Taiwan and China reached $19.4 billion in 1994. [Time Magazine, 19 June 1995] Although it would appear that the hostile relationship between Taipei and Beijing is ameliorating, the military budgets of the two countries increase every year and their military maneuvers take place in close range of each other. Their relationship is still characterised by tension and uncertainty. The
only certainty is that the future development of Taiwan will be affected deeply by both the USA and mainland China.

The Taiwanese Television Networks: an introduction

The process of establishment and ownership

When Kuomintang had to confront the Japanese invasion during World War II, it became aware of the value of broadcasting in consolidating the people’s sense of unity and morale. In 1947 Kuomintang had already planned to establish a television network, but the civil war led to a postponement of the project. Two years later, Kuomintang went into exile in Taiwan, and, after its regime had stabilised, it executed the project in 1953 and sought foreign assistance. [K. L. Lai, 1983]

In 1960 Kuomintang’s China Broadcasting Corporation (CBC) and the Japanese Nihon Electronic Corporation (NEC) co-operated to broadcast the presidential inauguration of Taiwan (ROC). [C. Lee, 1988] Two years later, the Ministry of Education helped the Educational Experiment Broadcasting Station (EEBS) to formally telecast its programmes. Taiwan then entered the television age and the first television station, Taiwan Television Corporation (TTV), was set up at the end of 1962. [K. L. Lai, 1983] [C. Lee, 1988]

The establishment of TTV was aided by foreign countries. Before TTV was set up, Taiwan had sought financial and material assistance from the USA once and had not received any response. After, Taiwan appealed to Japan who reacted favourably, since it would be able to export its television sets into Taiwan. In fact, Japanese aid was a solution Taiwan would rather have avoided. Because Taiwan had been a Japanese colony from 1895 to 1945, the government was afraid of the influence of Japanese culture which still existed in Taiwan. For a long time, Japanese programmes and the Japanese language were not allowed in the Taiwanese media. [C. H. Hsueh, 1988] With the passage of time, however, the government lost its misgivings about the colonial influence of Japan, and hoped that Taiwan could join WTO (World Trade Organisation) in the foreseeable future. In 1994 the Taiwanese government approved the importation of Japanese programmes. [United Evening News, 1 January 1994]

Japanese aid to set up TTV was received from Fuji, Toshiba, Hitachi and NEC in 1961. This explains why the Japanese still possess shares in TTV at present. [C. H. Hsueh, 1988]
The majority shares in TTV are however owned by the six banks which belong to the provincial government of Taiwan. In other words, the provincial government of Taiwan is actually the biggest shareholder in TTV. (see Table 1-1) Why? There are two reasons: firstly, the government was instrumental in establishing TTV. In 1951, Executive Yuan had confirmed one principle of television business: the action was executed by the government and the administrative system engaged was commercial. [The Yearbook of radio & television, 1976] Secondly, the shortage of capital at the time resulted in the six banks investing in TTV. [Y. H. Chang, 1987]

<table>
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<th>Year</th>
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<th>Privately-Owned Shares</th>
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<td></td>
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Annotations:

In its first three years, TTV had huge deficits and since Japanese shareholders refused to cover the outstanding balance, Taiwan’s entrepreneurs became shareholders in TTV. The provincial government of Taiwan is still the biggest shareholder, however. Due to the fact that no opposition parties were legalised at that time, Kuomintang actually controlled TTV. [Y. H. Chang, 1987]

After 1965, TTV’s financial standing became profitable, and as a result, word of the establishment of another television network spread. The late president, Chiang Kai-shek, indicated that the CBC would combine some privately-owned radio stations and enterprises.
in order to set up the second television network, which would be known as the China Television Corporation (CTV). [The Yearbook of radio & television, 1976] 55

CTV began formal telecasting of its programmes in 1969. Its ownership at this time was made up of shareholders comprising Kuomintang’s cultural businesses and the private sector, each holding 50% of the shares. As with its counterpart, CTV was in the beginning in debt. This resulted in part from the financial backing being withdrawn by private investors, while the cultural businesses of Kuomintang settled the balance of the debt. As a result of increased capitalisation, CTV solved its financial crisis, but became one of Kuomintang’s cultural businesses in the process. This caused discontentment amongst the Taiwanese public, since it meant that a political party had a major share in their “public equipment”. [C. H. Hsueh, 1988] 56 (see Table 1-2)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cultural Businesses of Kuomintang</th>
<th>Private Radio Stations</th>
<th>Private Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>70s</td>
<td>50.00%</td>
<td>28.00%</td>
<td>22.00%</td>
</tr>
<tr>
<td>80s</td>
<td>60.27%</td>
<td>39.73%</td>
<td>*</td>
</tr>
<tr>
<td>Now</td>
<td>68.23%</td>
<td>7.77%</td>
<td>24.00%</td>
</tr>
</tbody>
</table>

Annotations:
1. The cultural businesses of Kuomintang are the CBC, Hua-hsia Investment Corporation, Central Films-making Corporation, Central Daily News and Cheng-chung Publication Corporation.
2. "*" denotes a lack of detailed data.

The idea of establishing the third television network came from the Ministry of National Defence and the Ministry of Education. In 1968 they planned to enlarge EEBS to consolidate military and social education. This project came off the ground in 1971. The third television network was named the Chinese Television System (CTS). This stage of the development of television in Taiwan was completed in 1971. [C. H. Wang, 1993] 59 A new development stage was initiated in 1993 and is still continuing. This includes one public television station, cable television, satellite broadcasting and a fourth television network.
Although 40.15% of shares in CTS are owned by official organisations (see Table 1-3), this is merely the surface appearance. The Saving Association of Comrades in Arms, Li-ming Culture Corporation and the Cultural Foundation of CTS actually have a strong military basis. Most of their directors and supervisors were high-ranking officers in the military, so the military controls nearly 80% of shares in CTS by formal and informal means. [C. H. Wang, 1993]

Table 1-3: The alteration in the structure of shareholders in CTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Ministry of National Defence</th>
<th>Ministry of Education</th>
<th>The Saving Association of Comrades in Arms</th>
<th>Li-ming Culture Corporation</th>
<th>Cultural Foundation of CTS</th>
<th>The Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>70s</td>
<td>49.00%</td>
<td>51.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80s</td>
<td>30.78%</td>
<td>10.38%</td>
<td>10.26%</td>
<td>25.25%</td>
<td>5.38%</td>
<td>15.35%</td>
</tr>
<tr>
<td>Now</td>
<td>26.76%</td>
<td>10.39%</td>
<td>10.26%</td>
<td>30.66%</td>
<td>5.38%</td>
<td>13.55%</td>
</tr>
</tbody>
</table>

Annotations:
[1] "The others" include Chung-hsing Textile Corporation, Taiwan Plastic Corporation, Sampo Electronic Corporation and individuals.

When one takes the above description of the development of Taiwanese television businesses into account, it is easy to understand how cultural ideologies were and still continue to be used by the government to enforce the political and economic structure of Taiwan. [C. H. Wang, 1993] This situation can be called a "structural hegemony". [B. Mintz & M. Schwartz, 1985 ] If one were to analyse a meeting of the board of directors or supervisors, it would be apparent that the official control is one of majority, not minority, managerialism or constellation. [J. Scott, 1979] This control and its advantages are absolute, firm, and monopolistic permitting, no competition or challengers.

Although the authoritative control is collapsing due to the process of political liberalisation in Taiwan, the three networks remain dominated by means of shareholders' engagement. [C. H. Wang, 1993] For this reason the structures and ownership of television networks are censured by the Taiwanese public. The following discussion regarding the Taiwanese
broadcasting law and the policies of the television networks will make the dissatisfaction of
the Taiwanese public in this regard clear.

2 Taiwanese broadcasting law and the policies of television networks
From 1950 Taiwanese television businesses developed as rapidly as the economic sector, but
broadcasting was only legislated in 1976, that is, after Taiwan had already entered the
television age. Consequently, the state managed the electronic media in two ways: through
authoritative control by executive commands before 1976, and through lawful interference
by legislation after 1976. [C. H. Wang, 1993]66 The above “state” was formed by a
coalition of Kuomintang, the government and the privileged military. [C. C. Lee, 1987]67

As a result of authoritative control and lawful interference, the state could spread the
Mandarin culture through the media. The most obvious example was allowing limited air-
time to the broadcasting of dialectal programmes. (The 19th and 20th articles in the
broadcasting law.) This stipulation completely neglected the rights of most Taiwanese. The
main reason for this action by the state related to mainland China. In 1972, the Chinese-
Communist party engaged in a “cultural revolution” which was regarded by the Taiwanese
state as the destruction of the Chinese culture. The thought was that if Taiwan struck back at
mainland China and supported the activity of reviving the Chinese culture, they could
stimulate Chinese all over the world to revive the past wrongs committed by the Chinese-
Communist party and attack it. Additionally, the state thought that the Taiwanese mother
tongue would hinder the speaking of Mandarin (the official language). [H. Su, 1993]68

This policy of revival not only suppressed the local Taiwanese culture, but also caused the
highly disputed cultural agenda which is prevalent at present. The people who oppose the
government’s action still stress that the Mandarin culture related to Taiwan only from 1945
to 1949. Before 1945, Taiwan was a Japanese colony, and after 1949, it has served as the
antagonist of mainland China. The local Taiwanese culture, however, has dwindled over the
past 20 years, a fact which has caused widespread dissatisfaction amongst the Taiwanese.
The television media escaped their role in this process with great difficulty, even though at
present the state has modified its error and instituted a new broadcast law. [H. Su, 1993]69

With regard to the media system of Taiwan, four characteristics can be briefly highlighted:
(1) The decrees and policies indicate clearly what the mission and purposes of the mass
media are. For instance, according to the first article in the broadcasting law, the intentions
of broadcasting are to publicize the national policy and the government decrees. (2) Executive organisations may decide whether the media has acted illegally or not. They also have the power to punish perpetrators in this regard, and these punitive processes are independent of the judiciary organisations. (3) The programmes have to be checked by the state. For example, the 21st article in the broadcasting law says that the programmes which have been specified previously must be examined by the Government Information Office, with the exception of the news which has to strive for exclusive coverage. (4) The military plays an active role in the operation of the media, with army officers holding the more important positions in the major media organisations. [J. C. Cheng, 1988]70

Due to the restrictions of the broadcasting law, there are few differences in the policies of the three Taiwanese television networks. These policies usually include the following points: (1) Do not disobey and distort national policies, also do not break decrees. (2) Emphasise television functions like transmitting information, increasing knowledge, providing entertainment, growing commerce and industry, and serving the public. [I. M. He, 1988]71

The Taiwanese public has expressed their dissatisfaction not only with regard to the restrictive structuring of the networks, but also with respect to the limited broadcast contents. It was widely felt that the progress of Taiwanese television should not be hindered by restrictive governmental controls. This situation could not be changed by the networks themselves: the central function of government/army officials in the command structure and the strict broadcasting law rendered the television media powerless.

[3.1] The operational model

The three Taiwanese television networks use a commercial model in order to trade profitably. This operational model was put into place by the Executive Yuan in 1951. Because Taiwan had a close relationship with the USA at the time and also needed help regarding financial and material resources, the commercial model of the American media found easy acceptance in Taiwan. [C. H. Wang, 1993]72 Additionally, the Korean War in the early nineteen fifties and the Vietnamese War in the mid nineteen sixties led to the involvement of the USA which had far-reaching effects on Taiwan.

During the Korean War, the US needed armed forces and supplies from Taiwan and also required Taiwan to take in millions of refugees from mainland China. [C. H. Lin, 1988]73 In the Vietnamese War, Taiwan was again needed as a temporary base to support the US logistics service as well as to guard the Taiwan Strait against an invasion from mainland
China. At the time, Taiwan was also regarded as a vacation destination for American soldiers.

The main reason for the US support of Taiwan's development was as a result of Taiwan's important strategic position. The Kuril Islands, Japan, the Ryukyu Islands, Taiwan and the Philippines geographically form a semi-circle which could obstruct a Communist invasion -- Taiwan occupies the central position in this formation. D. MacArthur (1950), the American general, said that Taiwan is an aircraft carrier which never sinks. In short, the US gave Taiwan $2.4 billion in military aid from 1949 to 1967 and economic aid of $1.5 billion between 1951 and 1965. [C. H. Lin, 1988] [H. E. Perng, 1988] This American involvement also had important political repercussions, that is, the Taiwanese government could escape from its financial and military predicament and reaffirm its leadership. [A. H. Amsden, 1979]

The close relationship between Taiwan and the USA coincided with the peak of American expansionism in the sixties, thus causing Taiwan to follow in the footsteps of the USA, particularly in the field of mass communication. [C. C. Lee, 1987] For example, today one can still see how the Taiwanese media always adopts the American view, when broadcasting international affairs or disputes. The anchors in Taiwan like to imitate their American favourite anchors, like Barbara Walters (ABC), Dan Rather (CBS) or Ted Koppel (ABC); to name a few. A large number of motion pictures from the three biggest US television networks (i.e. ABC, CBS and NBC) are frequently telecast on Taiwanese television channels. Books, magazines, CD's, video cassettes and MTV can be seen or heard everywhere in Taiwan. These forms of mass communication not only reflect Americanisation in themselves, but also continuously bring all the "action" closer to their receivers. The "action" includes: American values, Americanised information and the commercial model of television. [L. H. Kuo, 1991]

The commercial model of television in America has three attributes: non-paternalism, entertainment and competition. These attributes characterise television well and have their foundations in what took place more than a half-century ago in America. [G. Comstock, 1989] Non-paternalism has been rejected by Taiwanese television for obvious reasons of state control of television structures, but amusement and competition are strongly emphasized, and constitute the television paradigm. [C. C. Lee, 1993] (Refer to above).
With regard to amusement and competition, the television media controls their own profits and losses so they regard advertisements as their main source of income. In order to attract advertisements, they must compete with one another and the competition amongst these television networks is fierce. The best way to successfully acquire advertisements is to attract the audience. This motivates the television networks to produce a large number of amusing programmes to attract the viewing public. The three Taiwanese television networks always declare themselves as having the largest number of viewers. [L. H. Kuo, 1991] This competition results in the priority of profit and popularity. [G. Comstock, 1989]

Some scholars believe, however, that the competition amongst the Taiwanese television networks is a kind of sharing the benefits equally, or a “harmonized competition”. These networks do not need to train qualified personnel, produce high-standard programmes or supply long-term investments, because they only need to spend minimal amounts in order to imitate or import foreign programmes. Television in Taiwan does not face the free competition of capitalism as does commercial television in America, [L. H. Kuo, 1991] but remain typically bureaucratic-commercial complexes. [C. C. Lee, 1987]

[4] Organisations and staffing

The organisation of a television network usually includes three aspects: administration, engineering and programmes. Because the Taiwanese television networks adopt a commercial operating style, their organisations should naturally contain another section, that is, business affairs. The organisations at the three Taiwanese television networks are basically similar. They all have their respective boards of directors and supervisors responsible for the shareholders meetings which are usually held annually. The board of directors comprises a chairman with one general manager, 2 - 3 deputy general managers, secretaries (a senior secretary with assistants) and one general engineer.

The general manager and his assistants administrate all the operations involved in television. The different departments are: Executive, Financial, Engineering, Programmes, News and Business Department; and Personnel matters, Security, Information and Technical Production Centres. Every department / centre is led by one manager / director and two deputy managers / directors, and contains several other sections. The only difference amongst the three networks is that TTV has a Sport Department, whereas CTV and CTS do not. Table 1-4 represents TTV’s organisation and staffing. [I. M. He, 1988]
Table 1-4: The Organisation of Taiwan Television Corporation

Executive Department
- general administration
- secretary
- public relation
- material
- business control

Financial Affairs Department
- management
- accounting
- finance

Engineering Department
- control and broadcast
- engineering maintenance
- broadcast stop in Bamboo Mountain
- middle part transit stop
- southern part transit stop
- Hua Lien transit stop

Programme Department
- design and production
- management
- director
- film
- art designing

News Department
- assignment editor
- foreign news
- production
- news-related programmes

Sport Department
- assignment editor
- foreign news
- production

Business Department
- business service operation
- advertisement
- internal business
- external business

Security Office
- commissioners
- security secretaries
- security guards

Personnel Matters Office
- deputy administrators
- assistants
- janitors

Information Centre
- computer
- data

Technical Production Centre
- photograph
- technical maintenance
- videorecord
The air time of Taiwanese television usually starts at 06h20 and ends at 01h40 the next day. (Due to the investment of the Ministry of Education in CTS, this network has to telecast educational programmes for the receivers who study at the Open School or University. CTS starts broadcasting at 05h40.) Before the formal programmes begin, there is an introductory schedule regarding the programmes of that day. It lasts about two minutes, and is followed by a talk show with a spiritual message. The morning news is broadcast at 06h30. CTS’s morning news is telecast at 07h00, at the end of the educational programmes. The morning news bulletins at the three Taiwanese television networks end at different times: TTV at 08h30, CTV 09h30 and CTS at 08h10. The language spoken on these news programmes is Mandarin, but CTV has half an hour to use English.

Subsequent news programmes at the three networks are broadcast at different times. TTV starts at 11h00 and ends at 12h00. In the first half an hour news is telecast in the language of Hakka, and in the second half an hour news is reported in Taiwanese. After half an hour (i.e. 12h30), TTV broadcasts its noon news in Mandarin, which lasts 30 minutes. CTV starts at 11h30 and ends at 12h30. In the first half an hour news from the American CBS evening news is relayed, and in the second half an hour news is again telecast in Mandarin. The latter bulletin functions as CTV’s noon news. CTS relays the American ABC evening news at 10h10, then it broadcasts 20 minutes of news in Hakka (from 11h20 to 11h40) and 20 minutes again in Taiwanese (from 11h40 to 12h00). Like CTV, its noon news starts at 12h00 and lasts for 30 minutes in Mandarin.

Between the morning and noon news broadcasts, the programmes arranged by the three networks are fairly similar. These programmes usually include English lessons for children, cooking lessons for housekeepers and the re-broadcasting of their respective serials. Since the Ministry of National Defence also invests in CTS, many patriotic programmes are aired at this time on this network.

The evening news starts at 19h00 on the three networks and its air time is a full hour in Mandarin. Between the noon and evening news, the networks arrange programmes for women, children and for suitable watching at dinner time. Programmes aimed at female viewers are scheduled from 13h00 to 15h00 and include exercise sessions, fashion and personal grooming. Cartoons or kids’ shows are aired between 15h00 and 17h00. Quiz
shows or serials in Taiwanese -- relaxing watching for the whole family -- are broadcast from 18h00 to 19h00.

Taiwanese television differs from that of other countries in that the programmes produced by the public television station are also telecast between the noon and evening news bulletins either from 17h00 to 17h30 or from 17h30 to 18h00, depending on the programmes schedules of the three networks. Generally, the networks adjust their schedule once every three months. The networks have to lend air time to the public television station by government regulation. The Taiwanese government is at present constructing a public television station for non-commercial programmes which, it hopes, will create a good impression on the audience.

From the evening news to the close of broadcasting, the programmes arranged by the three Taiwanese television networks are very similar. The respective serials (in Mandarin) start at 20h00, another programme from the public television station is telecast at 21h00, followed by another serial (in Mandarin) at 21h30. Public television station broadcasts again from 23h00 to 23h30. The last news bulletin of the day (in Mandarin) starts at 23h30 and ends at 0h10. An American motion picture and a talk show regarding relaxation follow. These last respectively 60 and 30 minutes. Then the day’s air time is finished.

The above description relates to the television schedule during the week, which is different from that of weekends. There are only two daily news programmes on weekends (noon and evening), and they last 30 minutes respectively. The Taiwanese television networks like to schedule sport programmes on Saturday and Sunday mornings. American movies and musical shows (including Chinese and English MTV) are broadcast in the afternoons, and entertainment shows in the evenings. Chinese movies and Hong Kong’s and Japanese serials are telecast after the entertainment shows. They usually start at 22h00 and end at 02h00 or 03h00 the next day, which is then the end of air time.

Taiwanese Television News
According to the official statistics (refer to above), news programmes are the most popular programmes on Taiwanese television. Investigation by private companies has come up with the same result, showing that the evening news is especially popular. [United Evening News, 26 April 1994] In the past, Taiwanese television news (TTV and CTV) fell under the
Programmes Department, as it was not seen as important. The news staff were few, the equipment was inadequate and the quality of the broadcasting was poor. The establishment of CTS, and the resultant competition, led to significant progress with regard to news broadcasts. In 1970 television news in Taiwan started using satellites to transmit news, and in 1980 colour was introduced into broadcasts. Live reports of important events also became a feature of news programmes. [ C. Lee, 1984 ]

Generally speaking, the three Taiwanese television networks organise their News Departments in a similar way. ( see Table 1-5 ) They roughly comprise the sections of the assignment editor, foreign news, sport, news-related programmes and production, which are governed by a news manager and two deputy news managers. [ H. S. Huang, 1994 ]

Table 1-5 : The organic structure of the News Department of Taiwanese television

<table>
<thead>
<tr>
<th>News manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deputy news manager</td>
</tr>
<tr>
<td>Deputy news manager</td>
</tr>
<tr>
<td>News-related programmes</td>
</tr>
<tr>
<td>Head and staff</td>
</tr>
</tbody>
</table>

Annotations :

[ 1 ] The sport section of TTV has expanded to become the Sport Department. Its position is equivalent to the News Department.


When the television networks were being established, news broadcasting time was only in the evening and lasted for half an hour ( i.e. 19h30 - 20h00 ). Economic growth and the political democratisation led to the television audience requiring more information. As a result, broadcasting time was increased from only evenings to additional morning, noon and nightly bulletins. The evening news was extended by half an hour to one hour ( i.e. 19h00 - 20h00 ). Languages spoken on news programmes include Mandarin Chinese, the Southern Fukien dialect ( i.e. Taiwanese ), Hakka and English. Networks also relay news from the American CBS and ABC networks during the week. In-depth coverages are broadcast once a
week on different nights (TTV's "hotlines" is broadcast on Monday nights, CTV's "60 minutes" on Friday nights, and CTS's "CTS news magazine" on Wednesday nights.)

The examination of Taiwanese television and its future

Though watching television ranks number one in the major leisure activities and engages one to three parts of the daily leisure time of Taiwan's population [T. T. Lee, 1993] 89, it does not mean that television programmes satisfy the audience. Research indicates that younger and better educated people are dissatisfied with television programmes. [the Statistics Office of the Executive Yuan, 1992] 90 They feel that most programmes are programmatic and treat the viewers like sheep. For instance, if one of the television networks broadcasts a foreign drama and is awarded with the highest ratings, then the other two react by doing the same. In 1981, for example, CTV telecast a serial from Hong Kong which caused a huge sensation. As expected, CTS and TTV rapidly telecast another Hong Kong serial. In 1994 and 1996, the above situation repeated itself with broadcasting of serials from Japan and mainland China.

However it is the structures and the ownership of television that is most frequently contested by the informed public. They argue that because the channel frequency and the electronic waves are limited resources, they should belong to the public. [C. C. Lee, 1987] 91 Everybody should have the right to approach the media yet. [F. R. Matta, 1984; D. McQuail, 1987; S. M. Chen, 1992] 92 "Public equipment" is often used for private purposes, particularly during the elective time or to denounce high-handed policies and cruelties from mainland China. For example, during the elective time of the provincial governor in 1994, the three television networks could suppress the news which related to the opposition parties. [Y. Peng, 1994] 93 In comparing the air time on news programmes allowed to each party, statistics revealed that the Kuomintang was awarded 50% more air time than the other parties. [China Times Express, 13 Nov. -- 2 Dec. 1994] 94 In order to get equal time, the opposition is forced to set up many cable television stations which are not approved by the government.

Following the country's economic growth and the political easing of restrictions, the public's stated dissatisfaction with the electronic media has been increasing. In response the Taiwanese government has announced a set of reform measures which include: (1) legalising the new radio stations in 1995; (2) legalising cable television and DBS; the law

page 26
is in the process of being legalised by the Legislative Yuan. (3) establishing a public television station that broadcasts cultural programmes which differ from the commercial programmes; the original idea to set up this station comes from the Japanese NHK and the British BBC. (4) establishing the fourth broadcast television network in 1996; this network will be set up in Kaoshiung, a southern city in Taiwan. This will help to adjust the imbalance in news between the north and south, because TTV, CTV and CTS are all in Taipei, a northern city of Taiwan. [United Evening News, 22 August 1994] 

The government also plans to modify the broadcasting law by lifting the ban on specific broadcasting times, and by changing the fact that only Mandarin may be spoken. This is more inevitable as there is a great push by the majority of Taiwanese to promote their culture. It will be helpful in ending the conflict between settlers from mainland China and the local people of Taiwan. The largest project in the government's media policy blueprint, however, is that Taiwan is being positioned as the Asia-Pacific media centre before the next century. The project requires that the Taiwanese government not only use its present resources, but also co-operate with other countries. For example, it proposes to use Hong Kong's technicians and expertise after the sovereignty of Hong Kong has been returned to China in 1997; to develop satellite broadcasts with Singapore; and to expand its cultural exports to China and Southeastern Asia. This media centre producing Chinese programmes and films will be the biggest of its kind in the world. [United Evening News, 31 December 1994] 

In regard to the three television networks, the question then arises: is there a possibility of remoulding them as result of the progression of time and the modification of the Taiwanese state? In that there would be new important shifts in the technological spheres (for example, linking different places by satellite in order to respond to a dramatic event), the answer is positive. However the structures, ownership and production would initially be impossible to change. The scholars from the group of “Cheng-she” in Taiwan believe that these television networks still use the style characteristic of the period of martial law, despite the lifting of the ban in 1988. Due to these structures of ownership, the networks are the best propaganda machines and the last line of defence for supporting the state, particularly, at election times. It is believed that the shift expected by the Taiwanese public will occur only when the military and political parties are restrained by law from owning shares in these networks. [C. H. Wang, 1993]
Research by private companies has showed that there is a decline in the Taiwanese audience's tendency to watch broadcasting television. This is not due to a negativity towards watching television, but due to the fact that cable television and DBS are more freely available and are replacing broadcast television. Because no laws are present to censor the content of programmes on cable television and DBS, Taiwanese audience's television watching habits are changing. [United Evening News, 26 April 1994] For instance, the programme of "2100 : Everybody Talking" in TVBS (which is a Hong Kong DBS) has elicited a rash of "call ins" -- to the programme who and express their opinions or ask the guests (most of whom are office bearers) questions. [E. L. Wang, 1995] It is a warning which relates to the challenge of the new electronic media to the old.

Notes:
7. For example, International Communication and Technology, Yun Peng; Mass Communication Theory and Communication Imperialism, Chin-chuan Lee; The Media of Criticism, Hsin-sheng Huang; Culture, Society and the Media, Michael Gurevitch, etc.; Electronic Colonialism, Thomas L. McPhail; Cultural Imperialism, John Tomlinson.
of Communication, Vol. 34 No. 1 pp. 143-152.


20. See ibid. of 19, pp. 69-70.


32. See ibid. of 29.


34. See ibid. of 29.


37. The Social Bureau of the Provincial Government of Taiwan (1992), "The Social Statistics Indexes of Taiwan (R.O.C.) in 1991", p. 118. The rates of television acceptance are as follow:

<table>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>% TV set per family</td>
<td>3.42</td>
<td>5.29</td>
<td>10.48</td>
<td>13.30</td>
<td>21.16</td>
<td>32.03</td>
<td>44.21</td>
<td>55.85</td>
<td>67.30</td>
<td>76.70</td>
</tr>
<tr>
<td>the rate of year increase</td>
<td>1.77</td>
<td>5.19</td>
<td>2.82</td>
<td>7.86</td>
<td>10.87</td>
<td>12.18</td>
<td>11.64</td>
<td>11.45</td>
<td>9.40</td>
<td></td>
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<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>% TV set per family</td>
<td>82.93</td>
<td>88.53</td>
<td>92.76</td>
<td>95.93</td>
<td>99.28</td>
<td>101.64</td>
<td>105.81</td>
<td>109.03</td>
<td>111.48</td>
<td>115.44</td>
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<tr>
<td>the rate of year increase</td>
<td>6.23</td>
<td>5.60</td>
<td>4.23</td>
<td>3.17</td>
<td>3.35</td>
<td>2.36</td>
<td>3.54</td>
<td>3.22</td>
<td>2.25</td>
<td>3.96</td>
</tr>
</tbody>
</table>

41. See ibid. of 38, pp. 22-23.
42. Time Magazine, 19 June 1995. “Pomp Without Circumstance -- Teng-hui Lee’s visit is a public relations triumph for Taiwan, a problem for the US and a puzzle for cross-Straits relations” p. 33.
45. See ibid. of 43.
46. See ibid. of 44.
47. Cheng-hsiung Hsueh (1988), The Domination of Media: Analyse Taiwan’s Television News, p. 33, Master’s dissertation, University of Taiwan (Taipei).
49. See ibid. of 47.
54. See ibid. of 51.
55. See ibid. of 50.
56. See ibid. of 47, p. 34.
57. See ibid. of 52.
58. See ibid. of 53.
60. See ibid. of 59, pp. 98-100.
61. See ibid. of 53.
62. See ibid. of 59, pp. 117-120.
65. See ibid. of 59, p. 118.
66. See ibid. of 59.
67. See ibid. of 29.

69. See ibid. of 68.


72. See ibid. of 59, p. 84.


74. See ibid. of 73.

75. Hsu-en Perng (1988), *The political Development of Taiwan Forty Years*, p. 79. Taipei: Tzu-Li Evening News Published.

76. Alice H. Amsden (1979), *Taiwan's Economic History*, pp. 341-380. Taipei: Modern China Vol. 5 No. 3.

77. See ibid. of 29.

78. See ibid. of 36.


81. See ibid. of 36, p. 55.

82. See ibid. of 79, p. 280.

83. See ibid. of 36, pp. 54-55.

84. See ibid. of 29.

85. See ibid. of 71, p. 76.


91. See ibid., of 29, pp. 214-222.


97. See ibid. of 59, pp. 117-120.

98. See ibid. of 86.

CHAPTER TWO
THEORETICAL BACKGROUND

SUMMARY
This chapter will be divided into four sections. The first section introduces the concept of the flow of international information. Due to the lack of significance of the modernisation theory and the promotion of the dependency theory, different views on this issue reigned in the 1970s. The importance of possessing information is illustrated by the case of Taiwan relating to its goal to rejoin the international community. The second section discusses the dependency of Taiwan on the US with regard to military, economic, political and cultural cooperation. The third section focuses on television news: the operational style of television networks, the importance of visual effects and entertainment, “gatekeepers” and the characteristics of American television news. The hypotheses of this study are presented in section four.

SECTION 1:
THE FLOW OF INTERNATIONAL INFORMATION
The flow of international information is a central issue with regard to transnational influences and has also had far-reaching effects on Taiwan. Taiwan has been isolated by the international community since losing membership in the United Nations in 1971. The construction of Taiwan most often seen in the international news pattern is one of an affiliated position to the coverage of China. Taiwanese journalists often cannot obtain journalist’s licenses when they want to cover international conferences. Faced with few other alternatives, Taiwan frequently has to depend on foreign news agencies to receive international information. For example, in September 1994, the United Nations refused to give Taiwan a journalistic permit in the General Assembly [Central Daily News, 13, September 1994]. In April 1996, the same event happened again at UNCTAD in South Africa [Overseas Chinese Gazette, 1 May 1996]. Although Taiwan’s government and media and the Association of Foreign Correspondents in South Africa have protested against
the United Nations’ violation on the principle of freedom of expression and the free flow of information, Taiwanese journalists still cannot obtain news firsthand from the United Nations. A brief overview of Taiwan’s historical background will perhaps provide an explanatory context to the current situation facing journalistic news gathering practices in Taiwan today.

1.1 Historical Background

After the Second World War, due to the expansion of American economical and political strength, some Western scholars like D. Lerner (1958), D. S. Pool (1963), W. Schramm (1964) and E. M. Rogers (1964) believed that the developmental experience of their nations could serve as a model for developing countries. At that time many colonies in Asia and Africa became independent countries and strove to modernise themselves in the international arena. These two conditions combined with the result that the concept of “development” gained currency amongst the newly independent nations.

“Development” at that time referred to a process by which poor nations potentially might become rich. [C. M. Yeh, 1983] Simpply defined, “development” was the alteration -- according to the national blueprint -- from a state of poverty to a national state of economic and social wealth. [W. T. Rofl & G. A. Barnett, 1977] The concept of “development” and its aim of economic growth reached its peak in the 1960s. It was presumed that, if the goal of economic advancement could be reached, that is, when a society had achieved a certain level of wealth, it would lead to a) a vertical “trickling down” effect of wealth to the poorer strata, and b) a horizontal diffusion of the society. Whether rich or poor, all members of the society would benefit equally from and share the merits of economic growth. Secondly, since economic progress was regarded as the pivot of national advancement, it could also improve the non-economic sphere. If the economic area progressed, the political and cultural spheres would follow suit. [C. C. Lee, 1988]

Although the modernisation theory had been in vogue for some time, the expected prosperity in third world countries did not materialise. The economic difference between the advanced and undeveloped nations enlarged year by year, even though the GNP (i.e. gross national product) of both was increasing annually causing Robert McNamara, the head of World Bank, to remark that 40 percent of the world’s population lived poor and non-human lives. The “development” of their country’s economy had failed to improve their lives. [S. M.
Chen, 1983] The Brazilian economist, Celso Furtado, called this phenomenon “growth without development”. [ C. M. Yeh, 1983 ]

As the economic predicament of the developing countries deteriorated, certain scholars, particularly from Latin America, began using dependency theory in lieu of the modernisation theory to explain the situation. According to T. D. Santos’s definition of “dependency”, the economies of some countries were controlled by the development and expansion of other states. In other words, the more powerful countries expanded independently and the weaker countries played a satellite position. [ T. D. Santos, 1970 ]

The above relationship also created a “centre” and a “periphery”. The centre was the capitalist nations which had good economic development and the periphery was the non-capitalist nations. The periphery usually depended on the centre, and the centre always exploited the periphery. [ A. G. Frank, 1972 ] In short, the “dependency” was one of economic colonialism. [ S. M. Chen, 1983 ] Though evocative, Chen’s description is superficial. The discussion of Taiwan’s experience in section 2 will attempt to show its inability to explain the full complexity of the phenomenon.

After the 1970s, apart from the role of economic dependency in the dependency theory, the cultural dependency of the third world countries entered the spotlight. Some critical scholars attributed this dependency to mass communication. They argued that the Western countries were spreading their systems, values and programmes into the “Third World” countries through transnational communication companies. The diffusion of these ideologies and consumable values was the main reason for the occurrence of the cultural dependency which in turn influenced the economic dependency in the developing nations. [ Y. H. Chia, 1982 ]

Further discussion of “dependency” in the field of communication is required since special powers have been assigned to the media in terms of its functions. The media system contains three fundamental functions: (1) In the political sphere, the media act as an instrument to promote social unity and increase patriotic consciousness. (2) In the economic sphere, the media provide information about that particular system, thus bridging the gap between manufacturers and consumers. (3) In the cultural sphere, the media are the arteries which follow and carry the traditional culture and disseminate the ideas of valuation. [ S. M. Chen, 1983 ]

page 34
Using the above as a basis, many “cultural imperialism” scholars like H. I. Schiller (1969), K. Nordenstreng and T. Varis (1973) adopted the “media dependency analysis” to probe communication problems. Their analysis was characterised by a combination of cultural-media development (or stagnation) and economic development (or stagnation). These two forms of development were incorporated into the same framework so that the developing countries could discuss developmental problems. Table 2-1 presents the hypothesised relationship of cause and effect between economic and cultural dependency.

Table 2-1:
The relationship between the cultural-media dependency and the economic dependency

![Diagram showing the relationship between media, cultural, and economic dependencies.]

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The scholars who adopted the "media dependency analysis" further believed that economic dependency flowed from being forced to import the Western cultural-media products. The dependency on imported cultural-media products strengthened the economic dependency, that is, the "periphery" imitated the life style or merchandise of the "centre" by way of mediated cultural products coming from the centre.

The economic system within international capitalism also included a relationship of "dependency-control" which existed in the "periphery" and the "centre". In order to function efficiently, the scholars who adopted the views of dependency (Schiller, Nordenstreng, and others) thought that there was an ideology to justify the relationship: the capitalist way of life and values, by means of cultural-media products, enter the "periphery" and produce the dependent relationship of culture-media. Further it affects the proper development of a media culture within a country. In short, in the dependent situation, media were the ideological agents between the "periphery" and the "centre" whose function was to deepen the dependent relationship. [H. S. Huang, 1984]\(^{13}\)

Most communication systems in the developing countries, however, are either copied from a colonial mother country or imitate the superior political strength in their district. For example, the communication systems of Latin America and the Philippines are from the USA, the Indian system derives from Britain, and the African system originated in Britain and France. [O. S. Mercado & E. B. Buck, 1981]\(^{14}\)

If we put the relationship between "centre" and "periphery" into the discourse of the flow of international information, four situations come to light: (1) In the world's communication system, events which were news in the "centre" had to be reported as a priority. (2) The flow of news from the "centre" to the "periphery" was always greater than from the "periphery" to the "centre". (3) Reports from the "periphery" about international news often originated in the "centre". Conversely, news from other "periphery" countries was not emphasised. (4) There was hardly any flow of information between the countries within the "periphery". [M. Hamid, 1986]\(^{15}\)

Since the dependency of mediated culture was discussed worldwide, critical scholars [P. Golding (1979), O. Boyd-Barrett (1979) and T. L. McPhail (1981)] developed labels such as "cultural imperialism", "media imperialism" or "electronic colonialism" to describe these issues in the cultural sphere. They claimed that the "centre", besides exporting their
programmes and technology, also exported their culture and values. This resulted in "cultural synchronisation" which was the idea that the developing countries forfeited their independent cultural power and "synchronised" their cultural products and aspirations in line with those of the centre. [Y. Pemg, 1986]16

Views of media dependency were used by the above scholars to criticise the unfairness of international communication, therefore. The developing countries also started to recognize that whoever had the power of information, also possessed superior political power. [J. A. Lent & C. A. Giffard, 1982]17 To sum up: since 1970 the flow of international information has been the topic of a great deal of discussion. Within this discourse, concepts arousing the most interest are the "new world information order" and the "MacBride reports".

1.2 Different Views

The above approach has not been without its dissenters, hence, whether the flow of international information is fair or unfair, different people hold different views on the subject. When the East and the West respectively expressed their views, it was criticised as "the dialogue of the deaf" since the arguments had no common ground. [L. E. Atwood and S. M. Murphy, 1982]18 In the interests of objectivity and with reference to the view that people aim to reach "two way circulation of news and the balanced circulation of news", both views will be discussed.

The umbrella organisation for the discussion of the flow of international information is UNESCO. In 1978 and 1980 UNESCO published its Interim and Final Reports on this issue. The Interim Report stressed three points in relation to the developing countries: (1) the problem of the one way flow of information; (2) the lack of fairness in transmittance and receipt of news resulting in a decreased participation in global news work. This required correction. (3) the lack of attention paid to the discrepancy in information flow between North and South. The images of the developing countries which had been damaged by the Western media should be corrected. [UNESCO, 1978]19

The Final Report stated guidelines to benefit the international information order. These were as follows: (1) To eliminate the imbalance concerning the flow of international information. (2) To eliminate the monopolisation or the centralisation concerning the media. (3) To clear any obstacle for the free flow of information. (4) To diversify the
channels or sources of information. (5) To spread and support the freedom of the press or information. (6) The journalists' freedom and responsibilities could not be separated. (7) Developing countries should improve their communication through training their staff in-house and producing their own communication equipment and policies. (8) The developed countries should sincerely help developing countries to reach the above aims. (9) Every national culture and its social values should be respected. (10) The human interflow of international information which is based on the principles of fairness, justice and mutual benefit should be respected. (11) Every public, race, group and individual has the right to approach information. [N. K. Aggarwala, 1985] 20

The above two reports maintain that the international communication problem was caused by the unbalanced flow of information. In his treatise, The New World Information Order, M. Masmoudi expands on these imbalances. According to Masmoudi, the imbalances were:

(1) The flagrant imbalance of information between North and South. This discrepancy appeared regarding the volume of news from the developed countries flowing into the developing countries and the volume of news flowing in the opposite direction. Nearly 80% of the world's news came from the five major transnational agencies. Only 20% to 30% of the world's news related to the developing countries. It ignored one third of the world's population and invoked criticism of a news monopoly in the developed countries.

(2) The unbalanced possession of information equipment. The developed countries had a greater number of agencies, and television and radio stations than did the developing countries. The Western countries made use of this power of communication to control the flow of information.

(3) The developing countries lacked information. News from the developing countries was reported to the world via the transnational media. The world's news was received by the developing countries via the same channels. In this way, news was filtered, cut and distorted. The transnational media imposed their views when reporting to the developing countries, which all used the same means of acquiring news, even that of other developing countries.

(4) Unsuitable news reports to the world. The transnational media of the developed countries did not consider it necessary to give favourable reports of developing countries.
Instead they stressed unfavorable news instead such as crises, strikes, street demonstrations and putsches. [M. Masmoudi, 1979] 22

P.H. Harries held the same views as Masmoudi: (1) The current transnational news networks came from a few powerful countries who spread colonialism and gained political and economic profits. (2) The media in the developing countries could not grow due to the control of the foreign news organizations in their area. (3) The international news networks were still controlled by the major transnational agencies in the Northern Hemisphere. (4) The major agencies supplied news to the "Third World" countries, but the news usually revealed the form or shape of the Northern Hemisphere. (5) The images of the third world countries were unfairly handled by these transnational agencies. [P.H. Harries, 1981] 23

All the above views, of course, came from the third world countries. Similarly, the West had its own views on the unbalanced flow of international information. They were:

(1) As regards the question of balance in the flow of information, one must recognize that the innate character of information was imbalance. Current events were similar to resources: if a country lacked these events (resources), it had to acquire them. The one way flow of information was a natural trend, and not purposely caused by the Western media operating in the service of colonialism.

(2) The international imbalance could be reflected in any nation. For instance, the domestic current events of big cities (the "centre") were usually more prolific than those of the villages (the "periphery"), and the former was naturally reported more often than the latter.

(3) The Western journalists did not purposely distort their reports regarding the developing countries. Because the developing countries usually practiced strict media control, the Western journalists could not acquire firsthand information. In many cases the "Third World" even requested that the Western transnational agencies decrease their world reports. [M. Hamid, 1986] 24 The developing countries, thus, should accept half of the responsibility for their tainted image.

(4) The media in the developing countries preferred news from the Western major agencies, rather than news from their own agencies.
Funding correspondents all over the world was costly. They were usually allocated to a few important countries. The developing countries, therefore, could not be covered substantially. [M. C. Liu, 1984]

In their study, *International Flows of Television Programming: A Revisionist Research Orientation*, C. McNeely and Y. N. Soysal brought up new trends revealing that the international flows of television programming are more complex and dynamic than previously depicted by either side. In their view, the global flows of television programming are characterised by two interrelated trends: (1) Television as a cultural medium is everywhere. By 1985, more than three-quarters of the world’s countries and dependent territories had set up their national television. (2) Much of the cultural flow in the world system is mediated through individual national societies themselves, including the actual interference of flows through cultural gatekeeping and protectionism. [C. McNeely & Y. N. Soysal, 1989]

McNeely and Soysal further present four points which resist the cultural isomorphism and hegemony of the West posited by cultural imperialists. Third world countries, they claim, produce national television programmes to a greater extent than is generally assumed. Further third world countries exchange programmes with one another to a greater extent than is generally assumed. There are also production subcentres in the third world which serve as cultural metropoles in their own right. Finally regional indigenous genres in the “Third World” are replacing imports.” [C. McNeely & Y. N. Soysal, 1989]

In synthesising all of the above descriptions, we can see that different members of the academy hold radically opposing views which can be grouped into three camps. The first camp including A. Hester (1971), J. A. Lent (1977), G. Gerber and G. Marvany (1977), D. H. Weaver and G. C. Wilhoit (1981) and J. F. Larson (1984) tend to back up the views of the “Third World” which held that the flow of international information was really unbalanced and partial to the positive reports of the already developed countries. The unfairness related to the flow of global information which was controlled or dominated by these developed countries.

At the end of the 1970’s, the second camp containing K. Fuller (1981), L. E. Atwood and S. J. Billion (1982) and R. L. Stevenson and D. L. Shaw (1984) appeared on the scene to contest the views of the first camp. Generally speaking, scholars of the second camp came...
from America and revealed contrasting views to those of the first camp. The third camp consisting of A. Sreberny-Mohammadi (1984) and E. Abel (1985) appeared at the beginning of the nineteen eighties. The aim of this camp's research was to adopt a neutral attitude concerning this disputable issue and not to come to any conclusion when they had not yet completely realised the innate character of international information. [K. J. Tsang, 1987]^{28}

The views from these three camps have today been restructured by the discourse of "globalisation" or "post-modernism" which concerns the current global cultural economy. As we know the crisis that hit Britain's Barings Bank in 1995 not only involved Europe, North America and Japan, but also spread to the newly industrialised countries or regions like Hong Kong, South Korea and Taiwan, indicating that the new global cultural economy has been more complex, overlapping and disjunctive than previously considered. The complexity of the current global economy therefore has to do with certain fundamental disjunctures between economy, culture and politics.

Arjun Appadurai proposed five "landscapes" to map these disjunctures and the complex relationship of global cultural flows. These five landscapes are: (1) ethnoscapes, (2) technoscapes, (3) finanscapes, (4) mediascapes and (5) ideoscapes. For Appadurai, the current of global flows occur in and through the growing disjunctures between these five landscapes. With respect to the suffix "-scapes", Appadurai's explanation is that they "allow us to point to the fluid, irregular shapes of these landscapes which characterise international capital, and indicates that they are deeply perspectival constructs, inflected by the historical, linguistic and political situatedness". [A. Appadurai, 1990]^{29}

Appadurai furthermore believes that these landscapes are the building blocks of what he called "imagined worlds". From within multiple worlds, people construct their imaginary visions national borders and "sometimes subvert the imagined world of the official mind and of the entrepreneurial mentality that surround them". For example, in the ethnoscape, people are dispersed around the globe through tourism, immigration, by being refugees, exiles or guestworkers. In the finanscapes, the fiscal and investment flows make multinational enterprise root in many countries. Currency markets, national stock exchanges and commodity speculations have been the reach of what happens to a small region many affect the whole world. Through the mediascapes, "the distribution of the electronic capabilities to
produce and disseminate information are available to a growing number of private and public interests throughout the world". [ A. Appadurai, 1990 ]

Although the past discourse regarding the flow of international information has been continuously revised by the new related issues, it must be stressed that the past discourse still plays a function in this study in explaining Taiwan's current conditions, in specific Taiwan's rejection by the international community as a legitimate sovereign nation. The discussion below details the relationship between Taiwan and the flow of international information.

1.3 Taiwan and the Flow of International Information

Although Taiwan is seldom mentioned in international information, this does not imply that the amount of international information flowing into Taiwan is limited. On the contrary, after Taiwan lifted the ban on the press in 1988, the amount of international news reported by Taiwan's media increased. Two phenomena can be cited as proof:

Before 1988, Taiwanese newspapers only used half a page to cover international events. After 1988, this increased to a full page for international news. Today some newspapers like China Times, United Daily News and Liberalist Times use two pages to report on international information (news from mainland China is also regarded as international).

Nearly half of Taiwan's television channels has foreign support in the form of either software or direct financial investment. These channels are supplied via cable television stations or direct broadcast satellite (DBS). A huge amount of international information therefore flows into Taiwan. As legislation regarding cable television and DBS has not yet been passed, Taiwan's television channels are in a state of chaos and fall outside governmental control. Every region in Taiwan has its own cable television systems and therefore its own channels. At present there are on average sixty channels per region. Table 2-2 on next page lists the channels with foreign support which contains financial investment, provided software or directed technique.

There are three reasons for the increase in international information. These factors also explain the importance of this information to Taiwan. Firstly, Taiwan has few natural resources and its existence therefore depends on foreign trade completely. The economic development of the country requires access to the full range of the latest international
information. Foreign trade in Taiwan is growing daily, and the need for international information is following the same growth pattern.

Table 2-2: Name of Channels with foreign support

<table>
<thead>
<tr>
<th>Countries</th>
<th>Name of Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Central TV(1)</td>
</tr>
<tr>
<td></td>
<td>NHK-1(1)</td>
</tr>
<tr>
<td></td>
<td>NHK-2(1)</td>
</tr>
<tr>
<td></td>
<td>Po-Shih Channel(4)</td>
</tr>
<tr>
<td>Japan</td>
<td>Tien-Tung Channel(4)</td>
</tr>
<tr>
<td></td>
<td>NHK-1(1)</td>
</tr>
<tr>
<td></td>
<td>Kuo-Hsing Channel(4)</td>
</tr>
<tr>
<td></td>
<td>San-Kuan Channel(3)</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>TVBS(1)</td>
</tr>
<tr>
<td></td>
<td>TVB, Golden Channel(4)</td>
</tr>
<tr>
<td></td>
<td>TVIS(3)</td>
</tr>
<tr>
<td></td>
<td>CTN, Chung-Tien Channel(2)</td>
</tr>
<tr>
<td></td>
<td>Super TV(1)</td>
</tr>
<tr>
<td></td>
<td>CTN, Ta-Ti Channel(7)</td>
</tr>
<tr>
<td></td>
<td>Star TV, Chinese Channel(1)</td>
</tr>
<tr>
<td></td>
<td>MTV Channel(5)</td>
</tr>
<tr>
<td>The USA</td>
<td>HBO(4)</td>
</tr>
<tr>
<td></td>
<td>Star TV, Movie Channel(4)</td>
</tr>
<tr>
<td></td>
<td>Disney Channel(6)</td>
</tr>
<tr>
<td></td>
<td>CNN(2)</td>
</tr>
<tr>
<td></td>
<td>Star TV, Sport Channel(3)</td>
</tr>
<tr>
<td></td>
<td>TNT - Cartoons(6)</td>
</tr>
<tr>
<td></td>
<td>CBS(1)</td>
</tr>
<tr>
<td></td>
<td>Star TV, Plus Channel(1)</td>
</tr>
<tr>
<td></td>
<td>TNT - Military(8)</td>
</tr>
<tr>
<td></td>
<td>ESPN(3)</td>
</tr>
<tr>
<td></td>
<td>Star TV, Channel V(5)</td>
</tr>
<tr>
<td></td>
<td>TV Times ( Warner )(4)</td>
</tr>
<tr>
<td></td>
<td>NBC-Asia(1)</td>
</tr>
<tr>
<td></td>
<td>Chu-Tung Satellite Station(4)</td>
</tr>
<tr>
<td></td>
<td>Las Vegas Channel(9)</td>
</tr>
<tr>
<td></td>
<td>Discovery(7)</td>
</tr>
<tr>
<td></td>
<td>Sun Movies Satellite Station(4)</td>
</tr>
<tr>
<td></td>
<td>Lipa-Yulien - 1 Satellite Station(4)</td>
</tr>
</tbody>
</table>

Annotations:
(1) : general channel (2) : news channel (3) : sport channel
(4) : movie or drama channel (5) : musical channel (6) : cartoon channel
(7) : intellectual channel (8) : military channel (9) : games channel

Secondly, in 1988 the Taiwanese government not only lifted the ban on the press, but also legally guaranteed the freedom of the press. This has facilitated the flow of international information into Taiwan.

Thirdly, Taiwan's outstanding economic achievement has led to public opinion supporting a return to the international community. Opportunities are therefore sought to obtain
international recognition and respect. Taiwan has realised the importance of international information as a means of legitimating its claim to national sovereignty. [Time Magazine, 26 September 1994] [Time Magazine, 10 July 1995]

American news plays a particularly important role in the flow of international information. According to Taiwan's official trade statistics, the US has been the biggest trade partner of Taiwan since 1950 and Taiwan is the 6th biggest trade partner in America. A close relationship exists between these two countries. In recent years Taiwan has earned approximately US $8 billion in foreign exchange annually. The economic dependence of Taiwan on the American markets speaks for itself. [Central Daily News, 8 August 1995]

Academic research on the flow of international information into Taiwan has also showed that the United States receives the most coverage in Taiwan's international news sections. The largest sources for international news for Taiwanese newspapers are Associated Press (AP) and United Press International (UPI). Taiwanese television news sources their international news mainly from CNN, WTN and Reuter's. The American news agencies or television networks are therefore Taiwan's biggest suppliers of wire services. The US is also the country with the most Taiwanese media correspondents. [K. M. Liao, 1980] [M. C. Liu, 1984] [M. H. Lin, 1987] [C. H. Wang, 1987] [C. L. Su, 1988] [C. D. Chuang, 1990] [F. C. Chen, 1992]

With regard to satellite transmission, Taiwan forfeited its membership of the United Nations in 1971 with an accompanying loss of membership of the International Telecommunications Satellite Organisation (Intelsat). Consequently, Taiwan's usage of satellite transmission has to take place by way of agents. At present the American Communications Satellite Corporation (Comsat) is the only agent providing this service to Taiwan. This situation not only increases Taiwan's dependency on America, but also causes Taiwan's electronic media inconvenience. Taiwanese journalists need to pay much money and pass one more procedure than others, when they would like to engage in satellite transmission. If the satellite lines are busy, the three Taiwanese television networks have to compete with one another. The result often leads these different television networks to broadcast the same scenes, due to their cooperation of using a collective satellite line. [H. S. Huang, 1994]

The above discussion is significant in two ways. Firstly, international news which appears in Taiwan's media reflects more foreign reporters' views and less those of the local reporters.
Taipei scholars like P. F. Hung (1991)\textsuperscript{44}, L. H. Kuo (1992)\textsuperscript{45} and C. C. Tai (1993)\textsuperscript{46} have characterised the international news in Taiwan's television networks as being flooded with foreign standpoints. For example, during the Persian Gulf crisis in 1991 and the Bosnian struggle in 1995, the main sources adopted by the Taiwanese television media were the coverage from foreign media and not their correspondents. Even the event on Tiananmen Square democracy movement in 1989 which was regarded as an exclusively Chinese affair by Taiwanese receivers, who thus expected their own views to be used in the media coverage, used more foreign reports on the massacre than local ones.

Secondly, Taiwan's media could diversify their news sources, instead of concentrating on America. American news agencies are still preferred, however: apart from their engagement in reaching a certain economical scale according to which a large amount of news can be manufactured, it seems that Taiwan's media have depended on American agencies for too long and do not want to change this habit. According to the study by F. C. Chen, a news translator from CTV had told her: "The co-operation with American news agencies so far makes him and his colleagues joyful and their service presents well. It is not necessary to look for trouble to change their news sources." [F. C. Chen, 1992]\textsuperscript{47}

The prospects for Taiwan's news media, particularly the three existing broadcasting television stations, will not improve if mass demands regarding local news coverage is not taken into account. "Chinese economic circle" consisting of Taiwan, Hong Kong and mainland China is forming around the West Pacific Ocean. [Central Daily News, 31 January 1994]\textsuperscript{48} Television networks are developing a trend of following the growth of this circle, and the flow of international information in this area will correspondingly become more significant. Networks of DBS like the CTN (Chinese Television Network), CSTS (Chinese Satellite Television System) and TVBS (The Very Best Satellite) have already planned the execution of this trend. They have distributed scores of correspondents in leading cities worldwide to effect global Chinese coverage.

Taiwan's television media has been encouraged to assume a "macro view" to enlarge their news range and to produce international news which would conform to the present trend and reduce their dependence on foreign news agencies. A phrase spoken by Taiwan's president, Teng-hui Lee to encourage Taiwanese journalists seems as a good explanation for the "macro view": namely, journalists should fulfil their role as "the Fourth Estate" and use their
aspiration "which is rooted in Taiwan, concerned about mainland China and open to the world" on each coverage.

SECTION 2:
THE RELATIONSHIP BETWEEN TAIWAN AND THE US

This section describes the historical relationship between Taiwan and America. Due to the close ties between these two countries, American influence has had a profound effect on Taiwan for half a century. The following discussion will follow a chronological pattern and will focus on four aspects of the American influence on Taiwanese development, namely military and economic aid, and political and cultural effects.

2.1 The Early Years (1940s - 1970s)

The first close contact between Taiwan and the US this century occurred as allies in the resistance against the Japanese invasion during World War II. Their involvement in the defeat of Japan in 1945 founded a co-operative relationship that would last for the next fifty years. In 1949 a civil war caused the separation of China into two entities: the People's Republic of China (i.e. Communist China) controlling the Chinese mainland and the democratic Republic of China in exile in Taiwan. The Korean civil war broke out a year later. The US was afraid that the East Asia-Pacific-Region could be submerged by the torrent of Communism and sent troops to help South Korea in countering North Korea and Communist China. Due to its geographical position, Taiwan was regarded as the best choice for support services and also guarded the East China Sea and the Strait of Taiwan. This co-operation with America resulted in generous US assistance for Taiwan.

Like many new independent countries after World War II, Taiwan had to take care of issues due to the war: the economy, the political sphere which was experiencing great upheaval, it therefore accepted the American financial assistance. Modernisation theory was also introduced into Taiwan in the belief. That modernising Taiwan would have a stabilising influence on the exiled regime and lead to a build-up of power which would facilitate reclaiming the Chinese mainland. [H. E. Perng, 1988]
With the modernisation of Taiwan the improvement of the military and people's living conditions took priority. The Taiwanese government emphasised national defence and economic development. The defence budget was the main expense of the Taiwanese government, corresponding with the American policy regarding containing the Communist invasion in the 1960s. Taiwanese military forces were therefore always reliant on American assistance.

United States troops were stationed in Taiwan to provide the necessary military help. This presence continued during the Vietnamese war in the 1970s because -- as in the Korean civil war -- Taiwan occupied a central geographical position. According to statistics, Taiwan received $2.4 billion in US military aid from 1949 to 1967. [ H. E. Perng, 1988 ]51 This resulted in Taiwan being reliant on the US for the maintenance of nearly all its military equipment, however. Although the American troops have since left Taiwan and the USA has established diplomatic relations with Communist China in 1979, Taiwanese military dependence on America has remained unchanged.

Economic development was the most significant facet of Taiwanese modernisation. American financial assistance played an important role in resolving Taiwan's economic crisis brought about by a shortage of capital after the Korean war. American funds compensated for this shortage and provided the growth impetus for Taiwan's agriculture and small industries. The high ratio of savings deposits in Taiwan led to a rapid accumulation of capital which was then invested in more and bigger industries. [ K. H. Chung, 1992 ]52

Between 1951 and 1965 Taiwan received $1.5 billion in financial aid from the USA. This sum was equivalent to 40% of the total imports of Taiwan and covered all the financial deficits of the country during that time. More importantly, the economic assistance provided Taiwan with the opportunity for technological training and supported the policies of "import substitute" (which is the means for saving foreign exchange. The Taiwanese government encouraged manufacturers to produce goods which had to depend on foreign countries to import in the past.) and "direction of export" (which is the means for earning the foreign exchange. The Taiwanese government encouraged manufacturers to produce goods which were only serviced for foreign customers.) created huge economic growth in the nineteen sixties. The USA also provided training in various scientific techniques by means of the Agency for International Development (AID). Since the nineteen fifties the USA has been
Taiwan's "savior" and its most important foreign trade partner. [C. H. Lin, 1988]33 [H. E. Perng, 1988]34

Political and cultural influence of the USA on Taiwan followed in the wake of the military and economic involvement between the two countries. In the political sphere, the most important American intervention took place after the Korean war when the USA sent a large consignment of consumer goods and necessary equipment to provide Taiwan with much-needed assistance. Through this consignment, the Taiwanese government was able to resolve its predicament and reaffirm its leadership. Since then, Taiwanese diplomacy has always adopted pro-American policies. [A. H. Amsden, 1979]35 Although the formal relationship between Taiwan and the USA has ended, the American parliament still legislated "Taiwan's Relations Act" in 1979 to maintain unofficial commercial and cultural ties with Taiwan.

In the cultural sphere, the most obvious American influence could be seen in the large number of Hollywood movies, television serials, and pop songs flowing into Taiwan at that time. The operational style of Taiwanese television networks fully imitated that of America. Even the educational systems -- the two terms (spring and autumn) in one year, the six years of primary school, and 3 years of junior and 3 again of senior high school -- were modelled on the educational system of the USA.

In summary, Taiwan had to develop from its post-war ruins and American assistance proued the means. Conversely, America had to make use of Taiwan's geographical or strategic position to obstruct the Communist expansion and therefore gladly provided Taiwan with assistance. Their co-operation during this time therefore benefited both countries. Taiwan's increasing modernisation led however to a dependency on the USA.

2.2 The Middle Years (1980s)

After World War II, the Soviet Union was the only superpower which could threaten the USA. America was therefore eager to find a big country as an ally with which to confront the Soviet threat. Communist China was regarded as a natural choice since it is the largest neighbour of the USSR and relations between these two countries were strained in the seventies. In 1976, due to its defeat in the Vietnamese war, the American government decided that it was necessary to improve the relations between the USA and Communist China which borders on Vietnam. In 1979, the USA abandoned Taiwan to establish formal
relations with mainland China since it hoped that mainland China could contain the threat of the USSR and Vietnam. [C. H. Lin, 1988]58 [H. E. Perng, 1988]59

When Taiwan realised that it was impossible to prevent the departure of its main supporting country, it could express only regret. Taiwan had depended on America for too long to protest against its abandonment. The only remedy open to the Taiwanese government was an attempt to reduce the harmful effects on the country. The USA agreed and legislated the "Taiwan Relations Act" which dealt with diplomatic affairs regarding Taiwan. Taipei and Washington quickly set up unofficial relations.

The "Taiwan Relations Act" allows the USA to provide armaments of a defensive nature to Taiwan, i.e. Taiwan can strengthen its military forces by means of US support. This situation undoubtedly caused the continued dependence of Taiwan on US military assistance. Taiwan was also unable to procure weapons from any other country, since the Beijing government was widely regarded as the only legitimate regime of China. No one dared to incur the wrath of the latter for selling Taiwan arms.

Economic and political dependency were interrelated during these years. After Taiwan's security had been guaranteed by the Warsaw agreement60 between the US and mainland China, large amounts of foreign investment started entering Taiwan. [K. H. Chung, 1992]61 The US political and diplomatic influence provided Taiwan with the opportunity for economic development. American investments always ranked first among the foreign investments and amounted to one third of the sum total invested from 1950 to 1987. [C. Hsueh, 1987]62

Over the years, Taiwan was the country which could enjoy the favourable American customs duty. Hence USA investment combined Taiwan's local capital and labour to create a great "productive line", which specially focused on exports to USA markets. Not only did the USA become Taiwan's biggest export market, but the economic growth or stagnation of Taiwan also depended on USA economic prosperity or depression. Official statistics showed that nearly one third of Taiwan's foreign exchange was earned from the USA annually between 1973 and 1987. The currency value regarding the exchange of the new Taiwanese dollar and the US dollar was a main trading issue. In order to avoid US trading sanctions, the Taiwanese government agreed to let its currency value rise gradually. [C. H. Lin, 1988]63

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With regard to the cultural sphere, the conditions of the early years had undergone a modest increase. In the past, the American printed press (newspapers, magazines, videos) was available only at selected book stores in the bigger cities. The lifting of the ban on the press in 1988 resulted in greater diffusion of these items. US news or advertising agencies also began to establish branches in Taiwan. US computer software was welcomed by the Taiwanese and this led to a flood of fakes which seriously affected American copyright to the extent that the US government considered instituting trading sanctions (i.e. Article 301) against Taiwan.

2.3 Recent Years (1990 - the present)

Since the collapse of the Communist block in 1988, the relationship between Taiwan and the USA has entered a new era. Mainland China is regarded as the superpower of the 21st century and a probable threat to world peace. It is already extending its reach deep into the South China Sea, and this region is beginning to feel the pressure. While defense spending in Russia and the West has decreased, the defense budget of mainland China is rising and has doubled in the past ten years. Missile and nuclear technology is being exported to countries such as Pakistan and Iran. The Pakistani connection represents a defense strategy against its traditional enemy, India, while Iran is using Chinese support to continue its anti-Western stance. [Time Magazine, 31 July 1995] In the light of these developments the USA is placing renewed significance on Taiwan in regard to its antagonistic relationship to China.

The USA has adopted two policies to cope with the probable threat from Communist China. Firstly, it is still providing Taiwan with armament of a defensive nature. Taiwan recently acquired F-16 combat planes, Cobra combat helicopters and M48H battle tanks. If Communist China attacked Taiwan, the USA has stated that it would regard this as "an act of unforgivable aggression". [Time Magazine, 4 September 1995] Secondly, the USA maintains a capitalist policy of development as mainland China steadily prospers and opens itself up to greater democratic influences. The USA believes that the free economy of capitalism can speed up the democratisation of China. Although the Beijing government repeatedly violates human rights, Washington still has China on its trading list of preferential countries.

Taiwan is doubtful of its defensive powers against Communist China, however. Despite receiving defensive armament from America, and having to operate within the depressed
global military trade of the post cold war age, Taiwan has begun to use its economic wealth to seek out other military suppliers. Mirage 2000-5 combat planes, LaFayette missile frigates from France and submarines from the Netherlands have been included in military deals. This reflects Taiwan’s awareness of the importance of spreading its military sources and its unwillingness to be solely dependent on American military support. [ Youth Daily News, 5 June 1995 ]

In the economic sphere, the USA regards Taiwan as a country with many trading barriers such as high customs duty and limited foreign investment. Taiwan also encroaches on American intellectual property rights in the areas of producing and using pirated computer programmes and CDs, and ignoring film copyright laws. Therefore, the USA on the one hand is prepared to adopt trading sanctions against Taiwan, while on the other hand, it is engaged in trading negotiations. In order to maintain its favorable trading exchange with America, Taiwan accepted most of the American demands as a result of these negotiations. [ China Times, 22 April 1993 ] More importantly, only a few regional organisations -- the Asian Development Bank and the Asia-Pacific Economic Cooperation forum -- allow Taiwan to participate in their activities. Taiwan hopes to join such world organisations as the United Nations and the World Trade Organisation and it needs the USA’s backing if it is to achieve its aims.

The USA also assists the economy of China which is moving in the direction of the free market of capitalism and also benefits Taiwan. Trading between Taiwan and China has been increasing annually since Taiwan’s martial law against China was abolished in 1987 and the Taipei government withdrew its 42-year claim to the mainland in 1991. [ Time Magazine, 19 June 1995 ] Both Taiwan and China make use of Hong Kong to indirectly develop their trade and have formed the “Chinese economic circle” which is regarded as the region with the most economic potential in the world. [ Central Daily News, 31 January 1994 ]

The gradual move of Taiwanese factories to the mainland holds three advantages for Taiwan. Firstly, it has solved the problems of industries’ upgrade. In Taiwan, the existence of labour industries has been threatened by the rising currency value. These industries have gradually been replaced by technical industries, but can be revived in China. Secondly, the Taiwanese factories in China can enjoy the favourable American customs duty because China is one of the preferential countries on the American trading list. Thirdly, the moving of these factories corresponds with American expectance: regarding the future of China the USA believes that
the political system of Communist China is showing signs of collapse. Incorporating industries from democratic Taiwan could speed up this collapse -- a fact which also appeals to the Taipei government.

The incorporation of Taiwanese industries in China enables Taiwan to still earn American foreign exchange, but in an indirect way. The economic dependence of Taiwan on the USA is no longer absolute, however. In fact, Taiwan has been the no. 1 foreign investor in Vietnam (US $2.6 billion in approved investments); no. 2 in Malaysia ($7.3 billion); no. 3 in the Philippines ($737 million); no. 4 in Thailand ($5.1 billion) and no. 5 in Indonesia ($7.7 billion). [Time Magazine, 19 June 1995] The Taipei government has therefore noticed the importance of separating its investments and export markets. It has been striving to make its own decisions and escape its dependence on the USA.

In the political sphere, when the Beijing government is recognized by the international community as the only legitimate Chinese regime, Taiwan started referring to itself as "the orphan of Asia", and in the 1980s that seemed set to remain the case. [Time Magazine, 19 June 1995] In order to break out of its diplomatic predicament, the Taipei government made use of its internal and external political transformation to gain the respect of the USA, and even the world, in regard to its status as political entity and not province of China.

Political transformation in Taiwan was brought about by the abolishment of martial law, the legalisation of opposition parties, the removal of press controls and the reorganization of the Legislative Yuan. These reforms have led to greater democracy and to a closer correspondence between the Taiwanese political system and the Western model. The transformation was aimed at the achievement of "flexible diplomacy" to reconnect Taiwan with the outside world and to change its view in the eyes of the world. Taipei is almost certainly correct in this respect: in June 1995 Taiwan's president, Teng-hui Lee, became the first Taiwanese head of state to visit the USA. This is regarded as the greatest victory since the rejection of Taiwan by the United Nations in 1971. [Central Daily News, 8 June 1995]

Although mainland China was unhappy about Lee's visit, the USA was of the opinion that the granting of Lee's visa conformed to its diplomatic policy. Taiwan was encouraged by its victory. It believes that other countries will regard the response of the USA to Taiwan as an example. Taipei will continue this line of action in order to further expand its diplomatic space. It aims at joining the United Nations and the World Trade Organisation, and
becoming a member of regional organisations in own right, not as a "region" of China, for example. Taiwanese diplomacy will therefore continue to adopt pro-American policies and underwrite the political dependence of Taiwan.

With regard to the cultural sphere, American cultural productions in Taiwan are still as popular as they were in the nineteen eighties. Taiwan is therefore still culturally dependent on the USA, but is also importing products from other countries. There are three reasons for the spreading of this dependency:

Firstly, the Taipei government abolished its educational policy which instituted English as the primary foreign language and as a compulsory subject for high school students. Taiwanese therefore have more opportunities to learn and use other foreign languages. Secondly, because Taiwan wants to participate in the World Trade Organisation (WTO), it has to open its domestic market into a free and economic market. In this way cultural productions from the members of the WTO can freely be exported into Taiwan. This has naturally led to the end of the USA cultural monopoly in Taiwan. Thirdly, the quality of local productions has improved substantially over the years and these productions are gradually becoming more popular with local receivers. [S. M. Chen, 1990] 74

Nevertheless, the content of Taiwanese productions still imitates American work: This phenomenon is called "hidden dependency". [H. S. Huang, 1994] 75 Regarding the use of high technology to transmit information (as discussed in the previous section), Taiwan still needs American assistance. The USA influence on the cultural sphere of Taiwan is therefore effective and hardly likely to change in the short term.

SECTION 3:
THE CHARACTERISTICS OF TELEVISION NEWS

Television is the combination of various technologies. Its invention at first is for the purpose of transmitting information. Programmes produced specially for television happened afterwards as the medium developed. Television as a medium, is a complex mechanism controlled by various financial organisations, specific cultural expectation and technological trends in our society. [R. Williams, 1973] 76 On account of this complex social formation,
there are characteristics present in both the television model and its content. In this section five items regarding the characteristics of television news will be discussed.

3.1 The Operational Model engaged by Television Networks

The operational model of television media can be divided into four components: (1) state-owned and -operated; (2) merchants-owned and -operated; (3) owned and operated publicly as well as by merchants, and (4) publicly-owned and -operated. [C. Lee, 1982]

If the operational model is sorted by the basis of technological system, there are two genres: "public service" and "commerce". [R. Williams, 1973]

There is no doubt that American television networks are the paradigm of the commercial television media in the world, and this commercial system due to the operation of American military, political and industrial complex also spread to the globe. [H. J. Schiller, 1970]

The British BBC is the television representative of "public service" which is the most often referred to by the academy. [R. Williams, 1973] Although Taiwanese television networks are not operated by merchants exclusively, commercial profit is still the aim of these networks. Taiwanese television networks are therefore commercial media and belong to the second component of the above typification or the genre of "commerce". [C. Lee, 1982]

Adopting a commercial model of operating, holds obvious important benefits for a television network. Entertainment forms an important part of the programmes which are broadcast by commercial networks. According to L. Bogart television is basically aimed at entertainment. He meant that apart from its function of relaying information, television also has the function of entertaining its viewers. The latter led to news being reported along with features on commerce and entertainment. These two sections worked well together to change the face of the existing news bulletins. [L. Bogart, 1980]

Financially speaking and considering the fact that television news forms the biggest part of television networks' profits, [D. Berkman, 1992] the primary task of producers is to keep a certain percentage of viewers watching their programmes, as well as prevent the viewers from watching programmes transmitted on other networks. Reporting news, therefore, is much like putting on a performance with entertainment being the top priority. [S. Hefzallah, 1981]
Even if the commercial television system is spread worldwide, new technology like cable systems, satellite communication, television with interactive installation, videocassette and related equipment has presented to the public. Their appearance brings an opportunity to break the traditional model. For example, the past television model of "public service" is controlled by the upper or central power. Its operational process is from the top to the lowest part. The new model of "public service" is possibly managed by workers that are employed by the respective local community and broadcast organisation. They adopt democratic method to engage in this "new public service". However, it has to stress that only when the transformation happens in the organisation of "new public service" itself, and overall democratisation and innovative experiment are executed, this television model of community service could possibly exempt the defeat or annexation from new worldwide commercial organisations. [R. Williams, 1973]

3.2 The Visual Effects Emphasised on Television News

The most obvious difference between television and the other media is that television is a visual medium while the others are not. Since television possesses special sound and lighting effects, in addition to emphatic entertainment, it also emphasises whether the visual qualities are good or not. The reason why the visual effects are given so much importance is because visual images have a strongly persuasive effect. A good or bad visual image on the television nearly always overtakes the actual news contents and become a standard used as a basis to judge whether the news is reported successfully or not.

The visual effect often used on the television screen can be called the sensational tabloid television news in which scenes of violence and destruction are used to attract attention: bloody criminal scenes, violent demonstrations or ravaging fires are firm favourites. Besides, the day-to-day occurrences which possess visual attraction can be regarded as good subject matter. This also explains why the camera takes shots of a wide variety of news events: a shot of a place which produced a super large-scale hot dog or one of a family who brought up hundreds of cats, etc. [S. Hefzallah, 1981] [S. Sperry, 1981]

Usually, in a thirty-second story on network news many cuts from image to image are employed to increase the tempo of delivery and hopefully maintain viewer interest. Events that are not visually interesting or inaccessible to cameras are often left out. As might be expected, visual information usually plays a determinant role in whether an international
story will make it on to an evening news broadcast. If a story is of such importance that it warrants broadcasting without visuals, the alternative to visual information of the event is often an interview with an eyewitness or an expert. [J. Schwoch, M. White and S. Reilly, 1992] 

Thus we can say that television news gives priority to events amenable to film coverage and having film available is a large step toward being included in a newscast. In portraying events in visual terms, the image takes over from the cerebral and what was construed as illusion becomes the essence of coverage. [G. Comstock, 1989] 

For instance, shots on policemen being thrown stones or demonstrators running away for tear gas in a demonstration story have great discrepancies. Because images have been facts on television screen, seldom of viewers can think deeply the difference between images and truth. [R. Williams, 1973]

3.3 The Entertainment Emphasised on Television News

Television, from the beginning, has always been regarded as an entertainment medium by the audience and an entertainment or advertising medium by the producers. In order to attract the viewers’ attention and attract advertising revenue, news programmes have to contain topics pertaining to both interest and entertainment. However, this usually leads to television news falling short when it comes to depth and scope in what is being reported, particularly with regard to international affairs. [S. Hefzallah, 1981]

Reports on human sympathy are another operable means to increase the effects of entertainment. For example, in order to make news more vivid and enjoyable, shots of funny situations, children, pets, sports and landscapes are often part of relaxed reports. Most serious news concentrates on a crisis, a disaster, a conflict or a sociopolitical activity. [S. Hefzallah, 1981]

The research conducted by T. Patterson and R. McClure holds the same views and states that the viewing of national news during a presidential campaign in the USA made no contribution to voter knowledge of the issues. Ironically, such knowledge did seem to be increased by exposure to partisan, paid-for telecasts and commercials. These two political scientists blamed the emphasis on the visual and the dramatic, and the very limited time allotted to news, for television news’ failure to be informative. Their research indicated that
television news sought to divert attention as much as to inform, and what served as the first purpose may often be redundant informationally. [ T. Patterson & R. McClure, 1976 ]93 In March 1996 Taiwan’s voters will elect their President directly for the first time. Although Taiwan has no presidential campaign at present and elective advertisement is limited to air on television, observation of other elections as motorcades and rallies with firecrackers and banners can predict that Taiwan’s situation regarding informative function will be similar to that of America. [ L. H. Kuo, 1992 ]94

The progress of science and technology also invisibly multiplies the effects of entertainment. Computer animation which is used on television serves as an example of this development. More advanced technology together with the news which has been packaged by television station is used for its benefit by capturing the viewers’ attention. The reason why television stations are mostly willing to “fix up” the news originates in the commercial consideration, that is, to gain a higher percentage of viewers and to strive for more advertising. [ C. Y. Liu, 1992 ]95

3.4 Operational Process Which Affect News Broadcasting

With regard to the operational processes of news, the concept of “gatekeeping” is useful. K. Lewin was the first scholar who brought up the concept [ D. McOuail, 1994 ]96 and believed that: (1) Information had to be by way of channels, then it could become news. (2) Some barriers existed in these channels. Information had to be selected to either become news or to be discarded. Then a featured code was chosen for the broadcasting. This coordination is decided by the gatekeepers. [ K. Lewin, 1947 ]97

The model of “gatekeeping” stated what events were transformed into reports after which they had to pass a string of editorial selections. Only then could they appear in front of an audience. The gatekeepers would strictly guard the individual or organisational standard as well as select parts of reports that were to be broadcast. Audience in the gatekeepers’ hearts is merely the abstract, indefinite and indistinct crowd. [ J. Tunstall, 1971; Ph. Schlesinger, 1978; G. Tuchman, 1978; H. J. Gans, 1979 & C. C. Lee, 1988 ]98

In the beginning of the 1950s, D. M. White applied the concept of “gatekeeping” to investigate an American local newspaper. His purpose was to know how the editors dealt with telegraphic news. His investigation became the original research concerning
communicators. [ D. M. White, 1950 ]

Later, S. M. Cutlip investigated the reports of the Associated Press regarding the news flow and its contents. He found that international news merely took up 5 - 10% of the whole news. The process of "gatekeeping" thus affected the broadcasting of international news which was selected, adopted and transmitted. [ S. M. Cutlip, 1954 ]

Table 2-3: MacNelly's model of news flow

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>the events of being worth reporting</td>
</tr>
<tr>
<td>C₁</td>
<td>the correspondents of foreign news organisation</td>
</tr>
<tr>
<td>C₂</td>
<td>the editors of local branch of foreign news organisation</td>
</tr>
<tr>
<td>C₃</td>
<td>the editors of head organisation of foreign news organisation</td>
</tr>
<tr>
<td>C₄</td>
<td>the editors of nationwide or local department</td>
</tr>
<tr>
<td>C₅</td>
<td>the editors of radio or television company</td>
</tr>
<tr>
<td>S, S¹, S², S³, S⁴</td>
<td>a series of being modified reports</td>
</tr>
<tr>
<td>R, R₁, R₂, R₃</td>
<td>the family members, friends, colleagues, etc.</td>
</tr>
<tr>
<td>SR</td>
<td>the modified reports by nuncupative dissemination</td>
</tr>
</tbody>
</table>

The dotted lines: feedback

However, J. T. MacNelly not only adopted the concept, but also supplemented White's views. He corrected the shortage of unitary gatekeepers from White and invented the "model of news flow". (see Table 2-3) MacNelly indicated that there were variform passages
between news events and receivers. These were called the “intermediary communicators” MacNelly’s model stressed two points as follows: (1) The most important process of “gatekeeping” concerning international news was already taken care of and completed by the major transnational news agencies. (2) Apart from the choices (i.e. adopt or discard), the “intermediary communicators” also often adjusted the forms or contents of the adopted reports in the process of “gatekeeping”. [J. T. MacNelly, 1959]

The layered concept of “gatekeeping” caused communicators’ research to become widespread. Although some researchers announced their investigations into this concept in succession, most of them only proved the influence of news selections from agencies on the gatekeepers again. No major developments resulted. [L. B. Becker, P. S. Underwood & D. Lemish, 1981]

Apart from the concept of “gatekeeping” affecting operational process, certain tribulations of television news operation are that transmission can be inconvenient and camera crews are more available in the cities where there are major television stations. A sizable portion of events must be known about in advance so that reporters, camera-persons and other personnel can be assigned, or the whole operation would become chaotic and unmanageable. The ideal newsday is well-planned so that events, reporters and cameras converge. [G. Comstock, 1989]

Events which can be scheduled well in advance will generally be preferred, so this phenomenon is criticised by the term of “routinisation”. [G. Tuchman, 1978] Events should be unpredictable, however. Because of this character, television news has full predictability. The “pseudo events” are possible to be telecast on our television screen. [D. Boorstin, 1961] Additionally, some scholars thought that by outdoing the competition by being first, is also regarded as one characteristic of television news. [G. Comstock, 1989]

3.5 The Characteristics of American Television News
Since the focal point of this research is to investigate how Taiwanese television networks are influenced by the American media, I will outline the characteristics of American television news. The discussion here will be based on some research which aimed at American television news to indicate its characteristics. The features described in these studies more or less relate to American specific local conditions and customs, therefore they differ from the
above four characteristics which come lightly into contact with the attribute of the common natures of television news due to their wide use in any television news. The research is:

F. P. Schneider has analysed in 1985 the content, format and formal features of the evening news from the three biggest American television networks (i.e. ABC, NBC and CBS). He discovered nine important phenomena in these three networks which are as follows:

1. The news is highly limited in scope, with each newscast averaging about 16 items, and with the majority of newscasts dealing with the US and its activities.
2. Foreign coverage is largely limited to Western Europe and the Middle East, with few reports from Africa or Asia.
3. Depth of coverage is severely limited, with each item averaging only one minute and 20 seconds in length, and typically containing between four and five “information segments”, or separate bits of fact and commentary.
4. The networks are extraordinarily alike in the categories of content presented.
5. The networks also strongly resemble one another in the format or organisation of the newscast, and newscasts vary only slightly in these regards from one typical newsday to another.
6. The first and last stories in the typical newscast are longer, more visually varied, and have a greater number of information segments than the other stories.
7. The networks differ considerably in the formal features employed -- the television techniques used to convey the news.
8. Almost all television news is a reconstruction of the event, with live coverage of an event transpiring, accounting for only an extraordinary 1/10th of 1% of all news stories.
9. Two out of every three network news stories employ journalistic or reporting techniques beyond the story content that create an impression of credibility and factuality -- such as a reporter standing in front of the Supreme Court as he summarises the day’s major decisions.

[F. P. Schneider, 1985]107

H. J. Gans, a sociologist, has observed CBS evening news, NBC nightly news, Newsweek magazine and Time magazine, in order to develop a concept in the form of a distinctive institution which he labelled “national news”. He argued that some values can be shown to appear continuously in this “national news”. These values are ethnocentrism, altruistic democracy, responsible capitalism, small-town pastoralism, individualism, moderatism, social order and national leadership.
Gans believes that American media always describes the American society, with regard to liberty, justice and economic welfare, as better than other nations'. The media discourse admires small town experience; supports individualism; laments extremism; and pays attention to a white, upper middle-class perspective and high-elected or appointed officials. The result is that their reports usually focus on well-known personages and pay less attention to the wider majority of the public. The coverage of nonentities appears mainly in the events of disorder and natural or moral stories. [H. J. Gans, 1979] 108

G. Comstock criticised the three biggest American television networks saying that they always use neutral and conservative views to telecast their news stories, and prefer to maintain the current status. On the television screens, therefore, the coverage is full of male high-positioned officials, or the information concerns the bigger corporations and government. It gives the audience a strong impression that an important decision or activity usually begins from the social upper class. [G. Comstock, 1989] 109

The latest developments in American news are away from depth and towards "happiness", i.e. an emphasis on items that would uplift people. This "happy talk" or "happy time" stories were widespread in the 1980s and the early 1990s. Representatives of the American capitalist system, for example, are always viewed as competing to create increased prosperity for all -- lower prices and better quality goods. Protest movements, again, are portrayed as the result of democracy in action. The American media also likes to arrange news items relating to human interest or warmth last in news programmes. They want to construct an atmosphere of "happy ending". This joyful upshot not only has the effect of brightening audience's moods, but also attracts viewers to stay with the station and watch other programmes.

According to B. Rubin, most of the audience think international news which is produced by the USA is more impartial and objective than other countries. This is not a fact. Rubin revealed that an event would be a focal news cast or headline only when it involves the issue to do with American interests in the political, economic and principled sphere, or could affect the existence and prosperity of the American society. In other words, the main factor considered by American journalists is that the news event must relate to their national safety and advantage. [B. Rubin, 1979] 110
The same views are also stated in the book *Media Knowledge*, by J. Schwoch, M. White and S. Reilly (1992). Generally speaking, the nature of American international television news is as follows: more crisis events, fewer soft events; having plenty of correspondents to work at their own media; more North American and West European information, less South American and Oceania news; and more coverage of the developed countries, less of the developing countries. [F. C. Chen, 1992]

D. L. Paletz and R. M. Entman sampled the political dissemination in the field of the news sources, vantage point and verbal language to investigate the American international news. Their results are as follows:

In the field of news sources, the journalists mainly depend on Washington's officials for their information. With regard to foreign news sources, they also adopt the statements from the upper officials of foreign government. These foreign officials' views are sometimes transmitted by the journalists to Washington officials to ask for a response. Therefore, the journalists have imperceptibly come the mouthpieces of American policies.

As a vantage point, the journalists' stand can affect the issues of their reports. The American news people often regard the American advantage as the centre through which an international event is telecast. The range of this centre is usually defined by the official side (i.e., the President or the State Department). The vantage point between journalists and the government is often in unanimity.

With regard to verbal language, when journalists telecast their reports, they frequently take the interviewee's tone or words of speaking. The result can affect the receivers' news recognition and attitude, when they watch television news. [D. L. Paletz and R. M. Entman, 1981] For example, American journalists often report that the USA always observes the principle of free trade, but that its trade companies like Japan, the European Union and Asian newly industrialised nations establish many trade barriers to obstruct American export into their countries.
SECTION 4:
THE HYPOTHESES OF THIS RESEARCH

A synthesis of the foregoing information centres on the dependence of Taiwan on the US (1945 onwards). Establishing a television network requires funds, technology, software, qualified personnel, etc. When Taiwan set up its television networks in the 1960s, it therefore could not avoid US involvement, which continues today. This situation provides the context for generating the following research hypotheses:

[1] Due to the training of television news casters and staff in the US, the styles and standards of Taiwanese news will follow American styles and standards.

[2] Due to American news agencies providing the main source of international news clips, Taiwanese television networks’ deeply reliant on the American wirephoto and newsfilm services.

[3] Due to the frequent appearance of American affairs in Taiwanese television international news and the similar characteristics in Taiwanese international news to that of America, Taiwanese television networks both depend on and imitate American media.

[4] Due to the repeated appearance of specific American news values in Taiwanese television news, the judgement of news value by Taiwanese television networks is similar to that of its American counterpart.

[5] Due to the similar presentation of news styles in Taiwanese television news to that of America, the content, format and formal features of American news are imitated by Taiwanese news.

[6] Due to the main supplies of technical resources and expertise coming from the USA, Taiwanese television networks are deeply dependent on American technology.

[7] The arrangement of news processes and practices at Taiwanese television networks is managed by the newspeople (i.e. gatekeepers) according to their professional ideology and judgement. Due to the US influence on their professional ideology and judgement, American standards dictate the operation of the Taiwanese networks.

Notes:
7. See ibid. of 3, p. 48.
10. See ibid. of 6, p. 42.
12. See ibid. of 6, p. 45.
21. The five major transnational agencies were the Associated Press (AP) and United Press International (UPI) based in the US, Reuter's in the UK, Agency France Press (AFP) in France, and Telegrafnoye Agentivo Sovietskovo Soyuzo (TASS), the official news agency of the Soviet Union.
24. See ibid. of 15.
27. See ibid. of 26, pp. 138-140.

30. See ibid. of 29.

31. According to the report from Asia Week (15 December 1993), the satellites in Taiwan's sky are Asia Sat 1 (24 C-bands), Palapa B2P (24 C-bands), Intelsat 508 (24 C-bands), Thaicom 1 (10 C-bands and 2 Ku-bands), and Rimsat-1 (7 C-bands and 1 Ku-bands).

32. Taiwan is a leading holder of foreign exchange reserves in the world and also the world's 13th largest trading nation. Its GNP ranks 20th world-wide.

33. Time Magazine, 26 September 1994. p. 40. It said that Taiwan is knocking on every door to join any world's organisation.

34. Time Magazine, 10 July 1995. p. 8. It said that Taiwan has offered US $1 billion to the cash-strapped United Nations in exchange for membership in the General Assembly.


37. See ibid. of 25. pp. 84-119.


47. See ibid. of 42, p. 92.


49. The modernisation theory was revealed and applied widely during the 1950s and 1960s. Its focus was to probe the developmental problems of the developing countries by non-Marxian scholars, like M. J. Levy Jr., T. Parson, D. Lerner and A. Inkeles.


51. See ibid. of 50.

54. See ibid. of 50.
56. The USSR changed its political system to be a reformative socialism in the early 1970s. Communist China, however, criticised that the USSR was a betrayer of socialism and insisted on its old views.
57. In 1979, Communist China and Vietnam held a war against each other for an island’s sovereignty in the South China Sea.
58. See ibid. of 53.
59. See ibid. of 50.
60. Mainland China asserted that it would not attack Taiwan, except any one of three situation happened: [1] Taiwan wants to be an independent country. [2] Foreign force involves Taiwan. [3] Taiwan has civil strife.
61. See ibid. of 52.
63. See ibid. of 53.
68. Taiwan has invested more than $10 billion in mainland factories, and trade between the two hit $19.4 billion in 1994.
69. *Time Magazine*, 19 June 1995. “Pomp Without Circumstance -- Teng-hui Lee’s visit is a public relations triumph for Taiwan, a problem for the US and a puzzle for cross-Straits relations” p. 33.
70. See ibid. of 48.
71. See ibid. of 69, p. 36.
72. See ibid. of 69.
73. Taipei: Central Daily News, 8 June 1995
78. See ibid. of 76, pp. 47-60.
80. See ibid. of 76, p. 48.
81. See ibid. of 77.
85. See ibid. of 76, pp. 183-186.
86. See ibid. of 84.
90. See ibid. of 76, pp. 65-67.
91. See ibid. of 84.
92. See ibid. of 84.
94. See ibid. of 45, pp. 180-181.
98. See ibid. of 5, pp. 33-35.
103. See ibid. of 89, p. 98.
106. See ibid. of 89, p. 98.
109. See ibid. of 89, of pp. 104-105.
111. See ibid. of 88, pp. 50-51.
112. See ibid. of 37.

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CHAPTER THREE
RESEARCH DESIGN

SECTION 1:
METHOD OF RESEARCH

This research deals with seven themes which are defined in this section. These themes are:
(1) the dependency on international news clips, (2) the broadcasting of international news,
(3) the dependency on education and training, (4) the dependency on technology, (5) the
arrangement of news processes and practices, (6) broadcasting news styles and aesthetics,
and (7) the judgement of news value.

With regard to the definition of local news and international news, the former is, as one might
expect, less controversial than the latter. According to A. Hester’s definition, international
news is a report which comes from outside one’s own country. [A. Hester, 1978] J. F.
Larson holds a different view maintaining that it makes no difference what the news content
is or where it comes from. As long as it is news regarding a foreign country, it should belong
to the range of international news. [J. F. Larson, 1984] The obvious difference is that in
Hester’s view, international news does not contain events which happen in one’s own
country but contains news related to a foreign country. Some researchers believe that
Hester’s definition neglects the characteristic of international news which crosses more than
two nations hence resulting in errors when reports are counted in a content analysis. [J. F.
Larson, 1984] Thus there are problems in defining the concept of international news which
results in measurement variations.

When an international event happens in one’s own country, according to Larson’s view, the
country’s journalists emphasise the aspect of the event relating to the home country. This
results in the emphasis being placed on that attribute of the international event which bears a
similarity to local issue. In addition, since the focal point of this research is to investigate the
influence of the USA’s media practices on Taiwanese television news, and not to count or
compare the number of international reports which originates in Taiwan or the USA, this
study will adopt Hester’s definition of “international news”. When news does not fall within

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this definition, it is classified as "local news". As a result of the definition, each theme in this research employs an individual method to investigate its correspondence to the hypothesis.

In terms of the dependency on international news clips, the international news broadcast on Taiwan's television networks from foreign news agencies, especially those emanating from American media, is investigated. With the broadcasting of international news, the method is to examine whether it corresponds to F. C. Chen's study with respect to its reportorial districts, national development situation and news category. According to Chen's study, the characteristics of the USA international television news are: (1) more crisis events, fewer soft events, (2) more North American and West European information, less South American and Oceania news, and (3) more coverage of the developed countries, less of the developing countries.

Dependency on education and training is examined by looking at the ratio of Taiwanese television news workers who have been educated or trained in the USA as opposed to those who have been locally trained. In the dependency on technology, the news equipment or skill of Taiwanese television networks is investigated in terms of whether or not most of them buy their hardware or learn their technique from the USA. In regard to the arrangement of news processes, practices and aesthetics, questionnaire delivered during an interview was used to discover the similarities or dissimilarities of Taiwanese news broadcasting practices to those of the USA.

In the broadcasting news style and the judgement of news value, the relation of Taiwanese television news to the studies of F. P. Schneider and H. J. Gans is outlined. The main finding in Schneider's study is that the news of the USA is characterised by highly limiting scope and depth; seldom using live reports, and often making use of various other television techniques. Foreign reports in the USA news are largely limited to specific districts; the categories of content and the format of newscast used by the three biggest US television networks are similar to each others; and the first and last stories are longer and more informative than the other stories. Gans develops eight news values frequently found in the USA news: ethnocentrism, altruistic democracy, responsible capitalism, small-town pastoralism, individualism, moderatism, social order and national leadership.
SECTION 2 : CONTENT ANALYSIS

2.1 The Sampling of Television

The three existing broadcasting television networks (i.e. TTV, CTV and CTS) in Taiwan are the analytic samples used in this research. In each network, the evening news is their primary air time and is also the most popular viewing time for the Taiwanese audience. The sampling objects therefore are the evening news of each network.

In Taiwan no research organisation which stores past television programmes exists, this making a long term analysis impossible. It is also difficult to define the range of the population (i.e. number of days) since the National Information Office of Taiwan only keeps videorecordings for 90 days. Due to limits in manpower, material resources and scheduled progress, the days of population were decided from 20 March 1995 to 11 June 1995 resulting in a total of eighty four days. For the valid sample size to exceed 1,067 items (W. H. Lo, 1991), the sample days had to draw out 14 days from the population. In order to cover 7 days in a week, the sample method adopts a “stratified sampling” method to separate 7 stratifications (i.e. from Monday to Sunday) and then uses “systematic sampling” to pick the sample days.

This method allows Saturday and Sunday to be used as sample days, resulting in a more even distribution and a more balanced sampling. Total valid sample sizes are 1,113 items, including 280 items of international news, and the total lengths are 85,816 seconds, including 16,838 seconds of international news. (See Table 3-1)

Table 3-1 : The distribution of the sample days

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 April</td>
<td>25 April</td>
<td>19 April</td>
<td>30 March</td>
<td>28 April</td>
<td>8 April</td>
<td>30 April</td>
</tr>
<tr>
<td>5 June</td>
<td>6 June</td>
<td>31 May</td>
<td>11 May</td>
<td>9 June</td>
<td>20 May</td>
<td>11 June</td>
</tr>
</tbody>
</table>
2.2 Analytic Unit

In content analysis, a unit is the calculating basis for the quantification of content. The analytic unit in this research is the item. "An item of story" is defined by S. Sperry as follows: News anchors explain a news theme (i.e. lead-in). After the anchors' explanation, the story is shown by anchors reading news releases aloud, or interviewing people on the scene, or a clip from journalists' reports is shown. Before the end of the story, the anchors or the journalists may make a summary or draw a conclusion (i.e. stand upper or standup closes). This entire process is called "an item of story". [S. Sperry, 1981]

Despite similarities in the structure of the news items, reporters can use various styles to broadcast news events. In order to facilitate counting and to take the various styles of reports into account (after referring to television studies [S. Sperry, 1981] [J. F. Larson, 1984]), for the aims of this research the definitions of "an item of story" are as follows:

1. The stories' items are counted by the frequency of the anchors' appearance and their news thematic explanation. Firstly, the anchors appear, a clip follows and is telecast, thus making it an item of story. If no clip is telecast, an item of story begins with the anchors' explanation and ends with the end of that newscast.

2. When the broadcasting style is the collective news style, the anchors always appear once, followed by a series of different reports. The stories' items depend on the news lines. If the television screen shows one news line at a time, it is an item of story. If no news line appears, stories' items are counted by their news content. Every individual news subject is an item of story.

3. If the news content is concerned with the attribution of information, as in the index number of stock markets or the price of gold and foreign exchange rates, it belongs to the coverage of financial attribution. The whole newscast is therefore regarded as an item of story. If it is merely like a notice-board, such as a review of the day's news in one minute or an advance notice of the next day's sport activities, due to no anchors' aside and too short air time, it is not an item of story.
2.3 Analytic Category

There are two ways in which categories can be formed. One way of developing categories is to base them on theories or results of past research. Another way is to have the researchers create their own categories. [H. R. Yang, 1981] Communication scholars also indicate that categories can be divided into two: one is the "what is said" category and the other is the "how it is said" category. The difference between the two types is that the former belongs to the attribution of substance and the latter to the attribution of form. [S. F. Wang, 1987]

The analytic categories of this study are introduced below:

In terms of attribute of substance, the categories are divided into four sections:

[ I ] The Story’s Subjects

Taking the theoretical background into account, this research categorized the news content according to a general category, a crisis category, a soft category and others. If any news story involves two or more subjects, the type of category assigned depends on which subject is emphasised in the news content. The definitions of these categories are as follows:

( A ) General Category: This category consists of news subjects which are formal or serious. It therefore includes any nation’s politics, economy, military affairs, or environmental issues and energy resources which can affect people’s lives.

( 1 ) Politics:
This includes the routine or peaceful activities happening in any community worldwide and refers to diplomacy, elections, negotiations, cabinet reshuffling and governmental policies.

( 2 ) Economy:
This field is related to industrial or commercial businesses, investment, agriculture, fishery, forestry, livestock breeding, labour issues, foreign trade, economic development and cooperation. It excludes any opposed affair concerning the above situations, however.

( 3 ) Military Affairs:
This subject concerns any military activity, for example, training or manoeuvres and the invention of or trade in weapons. It does not, however, include activities which show fighting against enemies for the purpose of victory.

( 4 ) Environment and Energy Resources:
Included are issues regarding the development of energy resources, environmental pollution and protection, forestry’s soil conservation, etc.
Crisis Category: Subjects in this category include events which cause loss of life or property or which threaten present systems with instability. The category can be divided into four situations:

1. National Tension:
The field here is the politically, economically or diplomatically unstable situation in a national or international community. It excludes armed conflict. Included are local or international accusations or threats, refugees' problems, economic crises, demonstrations, strikes, etc.

2. Armed Struggle:
This involves any social groups' or nations' tangible conflicts, including human conflict (man to man), for instance, a civil or international war, terrorist activity in hostile areas, a coup d'état, or an insurrection.

3. Crime:
Excluding the above armed conflicts, all criminal and illegal items or activities are included in this field, for instance, murder, kidnapping, assassination, hijackings, litigation or court trials.

4. Accident:
This section covers unexpected disasters which cause injuries or death and the loss of property, for example, earthquakes, famine, and air crashes.

Cultural Category: Stories which include the lives of ordinary people or social contact and events concerning human feelings or humor.

1. Education and Culture:
This includes any educational or cultural activity, for instance, exhibition, performance, lecture, national policy or direction regarding this field.

2. Sport:
This subject includes any formal sporting competition, information about sport personalities and sport activities.

3. Science and Health Care:
This news subject relates to new scientific knowledge, technological applications, medical health and care, sanitation and the development or invention of new technology.

4. Leisure and Entertainment:
These stories involve trends and the entertainment sphere, for instance, fashionable dress or design, information on movies and television and modern music.
(5) Human Interest or Humor:
This subject contains warm stories, unusual news and extraordinary affairs, celebrities' activities or anecdotes in ancient or modern times.

(D) The Others:
If a news subject does not belong to the above categories, it is put into this category.

[II] The News Sources
This section aims to reflect the collecting of news and selected channels concerning television's international news. Its detailed categories were mainly sourced from C. H. Wang (1987) and are as follows:

(A) Transnational News Agencies:
The clips of international news from foreign news agencies like VIS, WTN, CNN, and Reuters.

(B) Journalists/Correspondents from Television Networks:
This section concerns reports from journalists who are temporarily sent to foreign countries by the television networks or correspondents who are permanently assigned to important foreign cities.

(C) Internal and External Reports:
These reports involve the coverage from foreign news agencies as well as reporters of television networks, to be mixed and telecast.

(D) The Others:
Stories that cannot be sorted into the above categories.

[III] The Reported Countries' Districts and Developmental Situation
The purpose of constructing this category is to examine whether the news has concentrated on some specific places to the exclusion of others. The details of this category mainly refer to research conducted by K. M. Liao (1980) and M. H. Lin (1987). The method used respectively by these two researchers to differentiate between stories is determined by its content. The news covered from "X" country is then sorted into "X" category independent of its place of origin. If the report concerns an international sport competition, it is sorted into the country which sends manuscripts to the press. Due to the large number of nations involved and to facilitate the analysis, the detailed categories have two divisions:
(A) The country’s Districts:
These are divided by geographical position:

1. **Asia**: All Asian nations, excluding the USSR and the Middle East.
2. **Western Europe**: The nations to the west of Germany, including Northern Europe and Italy.
3. **Eastern Europe**: The nations on Germany’s east side, excluding Germany.
4. **North America**: Canada and United States.
5. **South America**: All nations on Mexico’s south side, including Mexico.
6. **Africa**: All African nations.
7. **Oceania**: Australia, New Zealand and the nations in the Pacific Ocean.
8. **the Middle East**: The nations encircling the Persian Gulf and Israel, Syria, etc.
9. **Others**: The nations that cannot be divided into the above districts.

(B) The country’s Developmental Situation:
In the past, the categorizing a country’s development status followed the guidelines of the yearbook of the United Nations which divided countries into either developed nations, developing nations or the economy of a central project. The international situation has however changed since the collapse of Communist block of Eastern Europe and the USSR and the original guidelines do not reflect the current situation. This research then refers to the data of the I.M.F. (International Monetary Fund) which divides all countries into either developed nations and developing nations. If a story relates to an international organisation, it will be sorted into “the others” category. (The countries’ developmental situation is discussed in Appendix One.)

The detailed categories are:
1. **The Developed Nations**.
2. **The Developing Nations**.
3. **The Others**.

[IV] The News Values
This category was set up to investigate the correspondence of values in Taiwanese television news to the research conducted by H. J. Gans (1979) on enduring values in the American news. These are outlined as follows:
(A) Ethnocentrism: Stories which emphasise their own nation as being outstanding or superior.

(B) Altruistic Democracy: When the news explicitly suggests that democracy is superior to dictatorship, or implies that politics should follow a course based on public interest and service, these ideals are labelled “altruistic democracy”.

(C) Responsible Capitalism: In this field the news praises economic growth, successful social welfare, the equality of income distribution, the reduction of inflation or environmental pollution; or criticises communism, socialism, etc.

(D) Small-town Pastoralism: This news involves advocating nature and rurality.

(E) Individualism: In American news, the story frequently pays attention to people who conquer nature without damaging it, or who act heroically during disasters, or who overcome poverty or bureaucracy. This field is therefore concerned with self-made people, poverty explorers, mountain climbers, astronauts, scientists, etc.

(F) Moderatism: If a story uses pejorative adjectives or a satirical tone to criticise human activity, as opposites are questioned and moderate solutions are upheld, it belongs to this category. For example, stories treat atheists as extremists and use the same approach with religious fanatics.

(G) Social Order: People like to live in a quiet and peaceful society. If stories are about people who break the law and appear in court, or policemen who maintain public security and control crime, they fall into this category.

(H) National Leadership: When the news concerns leaders, it is sorted into this category.

In the attribution of form, the categories are also divided into four sections:

[I] The Story’s Format

This category is based on Y. P. Chen’s study (1986). Its categorization includes:

(A) News: The news which is broadcast only by the anchor’s voice (i.e. talking head) introduced by the anchor’s lead-in and followed by a clip or an interview.

(B) Special Report: During a special event a television network produces a deep coverage or a feature story to telecast it.

(C) Special Unit: A designated subject is telecast regularly and forms customarily a special section of news air time. Before broadcasting a specific titles or logo, for example, CNN’s “Inside Europe” or “Inside North America”.
The Others: Newscasts which cannot be sorted into the above categories belong here.

II The News Structures and Stylistics

These structures aim to understand the production and display of television news which the audience watches on the screen. The categories are established by referring to the research of D. Nimmo and J. E. Comb (1985)17:

A Anchor's Voice-over Only: A story is just read by the anchors. It is also called "talking head".

B Report by interviewing: The news is produced by a journalist's interview and voice-over. Usually, the journalist offers a "standup open" or "standup close". Before the end of the story, the journalist always gives his full name and the place from where he is transmitting.

C Journalist's voice-over: After the anchor has explained the news topic, a clip of a local or foreign news agency, follows. Before the end of the story, the television screen displays a subtitle informing the viewers who edited the story.

D Collective News Reporting: In order to save air time, a few stories can be edited together to form a broadcasting series. The standard form is firstly the anchor's lead, in, then a series of stories which are telecast.

E Interview by Satellite: Anchors talk to people in a different locations. These people are usually great and the conversation relies on the satellite for connection. These people are usually correspondents, foreign reporters, experts, etc.

F The Others: The story cannot be sorted into the above categories.

III The Story's Length

There is not much air time in most television news programmes. If we eliminate the time taken up by weather forecasts and advertisements, news air time is even shorter. The establishment of this category is to investigate how do Taiwanese television networks allocate the stories' length, since the issue of length of each story is an indication of its lesser or greater importance. Time therefore can be used as a measure of this category. This study uses the unit of seconds to record every item of a story. The length of a story is calculated from the time the news reader appears to the end of the story's content. At present, the
evening news on Taiwan's three existing television networks is broadcast for one hour. This air time includes the weather forecast and all advertisements. It is longer than American television news programmes, which are usually 30 minutes.

[ IV ] Journalistic Techniques
The purpose of this category is to establish the following two issues: whether live/prepared reports are used or not, and what has been termed the journalistic "stand upper". This category refers to F. P. Schneider's study (1985) and examines the correspondence of Taiwanese television news with his results.

(A) Use/Absence of Live/Prepared Reports: Events should be unpredictable; however, events are often scheduled well in advance by journalists or television networks. The establishment of this category is to examine the statistics which were gathered to compare live and prepared reporting.

(B) Journalistic "Stand Upper": Journalists like to end a story with a summary -- the journalistic technique used to create an impression of credibility and factuality. [H. S. Huang, 1994]

SECTION 3: METHODS OF STATISTICS AND EXAMINATION OF RELIABILITY

3.1 Methods of Statistics
The study uses two measurements, "frequency" and "percentages", to gather and calculate statistics. In order to process the data fast and correctly, SPSS PC+ statistics software was used.

3.2 Examination of Reliability
The consistency of the results of this research is examined by means of reliability. The term "reliability" can be divided into three aspects: stability, reproducibility and accuracy.

Stability which means coder's intra-observer reliability and unanimity would be easiest to use, but is the least effective method. Reproducibility is intercoder reliability and consensus. Accuracy means analytic results which correspond with research standards. It is the most effective method of these three, but also the most involved. [K. Krippendorff, 1980]. This study adopts the reproducibility method to examine the reliability of its results.
Two days of the formal population sample were examined by way of random selection. 159 news items were sampled, occupying 14.2\% of the total sample size (i.e. 1,113 news items). According to O. R. Holsti's formula (1969)\textsuperscript{22}, the average intercoder agreement is 0.80 and the composite reliability is 0.92. [W. H. Lo, 1991]\textsuperscript{23} The calculating processes are as follows:

\[
\begin{align*}
2M & \quad \text{: the registered items of agreement by two coders} \\
N1 + N2 & \quad \text{: the registered items by the second coder}
\end{align*}
\]

<table>
<thead>
<tr>
<th>Calculation</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ \frac{2 \times M}{N1 + N2} ]</td>
<td>0.81</td>
</tr>
<tr>
<td>[ \frac{2 \times 129}{157 + 161} ]</td>
<td>0.81</td>
</tr>
<tr>
<td>[ \frac{2 \times N1 + N2}{2} ]</td>
<td>0.82</td>
</tr>
<tr>
<td>[ \frac{2 \times 131}{161 + 158} ]</td>
<td>0.82</td>
</tr>
<tr>
<td>[ \frac{2 \times N1 + N2}{2} ]</td>
<td>0.78</td>
</tr>
<tr>
<td>[ \frac{2 \times 123}{158 + 157} ]</td>
<td>0.78</td>
</tr>
</tbody>
</table>

The average intercoder agreement by A, B and C is: \(
\frac{0.81 + 0.82 + 0.78}{3} = 0.80
\) The average is:

\[
\frac{N \times (\text{average intercoder agreement})}{3 \times 0.80} = 0.92
\]

A, B and C: coders
CR: Composite reliability
N: The number of coder
SECTION 4: DATA ANALYSIS AND INTERVIEWS

4.1 Data Analysis

Data analysis in this research deals mainly with the educational backgrounds of the television networks of News Department personnel. As this data includes confidential personnel issues, television networks usually do not make them known to the public. The method, therefore, can only display the total number of employees, gather statistics and calculate percentages. The final step is to compare these percentages with countries which news operators had educated or trained in.

This information was collected by means of a mailed questionnaire which included questions on all the areas to be researched.

4.2 Interviews

Content analysis can help a researcher investigate the media's expressions and characteristics. It cannot, however, examine the behind-the-scenes factors which affect newscasts. In order to understand the processes of Taiwanese news-making and the factors which influence it, interviews were used to enrich the data which emerged from content analysis.

Originally, research was to be conducted by way of personal interviews. Due to the busy schedules of the news employees of television networks, in particular that of the general manager, it was decided that a written questionnaire was the best way to proceed.

Both a structured and an unstructured interview questionnaire was used. The researcher wrote a letter and attached it to the questionnaire which was mailed to the general managers of the three television networks. The general managers received the letters and passed the questionnaire on to the News Department who completed it. More than one completed questionnaire was returned by only two of the networks; one staff member of the News Department at TTV filled in the questionnaire on behalf of the entire department. The processing time from mailing the questionnaires to receiving the responses dated from 9 June to 22 July 1995.
The questionnaire was drafted in three sections. (See Appendix Two for a discussion of questionnaire’s content.) The first section focused on personnel information, the distribution of correspondents in foreign countries, and the sources of international news. The second section is related to the technology which is used in television newscasts such as cameras, the outside broadcast vans, microwaves, communication satellites, etc. In order to realise Taiwanese reliant extent in this aspect, it aims at determining whether the technology used by Taiwan’s television news is dependent on the USA with the underlying assumption that Taiwanese dependency finds expression in terms of both hardware and content. The third section is concerned with the arrangement of news processes and practices, such as how news is defined and gathered, what standards are employed to accept or reject news, and how to decide the news sequence to telecast, etc.

Notes:
3. See ibid. of 2.
4. Accord to the study of C. H. Backstrom and G. D. Hursh (1963), if the confidence level is 95% and the sampling error 3%, the valid sample size has to add up to 1067 items. Its formula is:
   \[
   N = \frac{Z^2 PQ}{B^2} = \frac{(1.96)^2 (0.25)}{(0.03)^2} = 1067
   \]
   \(N\) : Sample size \(B\) : Error (3\%) \(Z\) : Confidence level (95\%) = 1.96
   \(P\) : Probability \(Q\) : 1-P
7. See ibid. of 5.
8. See ibid. of 2.
11.2 See ibid. of 1.
11.3 W. Schramm and L. E. Atwood (1981), Circulating of News in the Third World:
A Study of Asia. Hong Kong: The Chinese University of Hong Kong Press.


12. See ibid. of 10.4.


14. See ibid. of 10.5.


21. Two friends of mine assisted me to examine this study's reliability. Mr. Chi-ching Tseng graduated from the Feng-Chia University in Taichung with the degree of Bachelor of Commerce with Honours. Mr. Hsin-chieh Shao graduated from the Chinese Culture University in Taipei with the degree of Bachelor of Arts with Honours.


23. See ibid. of 5, pp. 206-209.
CHAPTER FOUR
RESULTS OF RESEARCH

This chapter is divided into two sections. A general view of the results of the research is provided in Section 1. In second section, a detailed discussion relating specifically to the hypotheses guiding this research study is offered.

SECTION 1: SAMPLE DESCRIPTION

This section contains a comparison of the newscast on the three existing Taiwanese broadcasting television networks. The information is extracted from the registered sample list in Appendix Three.

1.1 The Story's Items

The sample results show that TTV telecasts the most news items, namely 383 items which take up 34.41% of the total news items (1,113 items). CTV follows with 367 items, taking up 32.97% of the total news items. CTS includes the fewest items of news in its three television networks: 363 items taking up 32.62% of the total news items. With regard to the international news items, the total of 280 items is broken down as follows: TTV has 96 items, CTV 93, and CTS 91. (See Table 4-1)

Table 4-1:
The distribution of the story's items at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>the news items</td>
<td>383</td>
<td>367</td>
<td>363</td>
</tr>
<tr>
<td>the percentage of the total items</td>
<td>34.41%</td>
<td>32.97%</td>
<td>32.62%</td>
</tr>
<tr>
<td>the international news items</td>
<td>96</td>
<td>93</td>
<td>91</td>
</tr>
</tbody>
</table>
1.2 The Story’s Length

Table 4-2 shows that the total length of sample sizes is 85,816 seconds. CTV telecasts the longest of reports, namely 30,199 seconds, which take up 35.20% of the total news length. It is followed by TTV which telecasts 27,934 seconds, taking up 32.55% of the total news length. The shortest of reports are telecast by CTS: 27,683 seconds, taking up 32.25% of the total news length.

If the news items are added to the total of the average length of reports, the average length of each item are one minute and 17 seconds. Comparing the average lengths of the three networks, CTV has the longest stories, namely one minute and 22 seconds. CTS follows with one minute and 16 seconds. TTV’s average length is the shortest: one minute and 13 seconds.

Table 4-2:
The distribution of the stories’ length at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>the news length</td>
<td>27,934</td>
<td>30,199</td>
<td>27,683</td>
<td>85,816</td>
</tr>
<tr>
<td>the percentage of the total length</td>
<td>35.20%</td>
<td>32.55%</td>
<td>32.25%</td>
<td>100%</td>
</tr>
<tr>
<td>the average length of each item</td>
<td>72.9</td>
<td>82.3</td>
<td>76.3</td>
<td>77.1</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

1.3 The Story’s Subjects

There are four categories regarding the subjects matter of a news item: “general category”, “crisis category”, “cultural category” and “the others”. The “general category” contains the most news items, namely 625. News in the “crisis category” amounts to 210 items; in the “cultural category” -- 155 items, and “the others” add up to 123 items. The distribution percentages in these categories are presented in Tables 4-3 and 4-4. The distribution of these categories at the three television networks is shown in Table 4-5.
Table 4-3:
The distribution of categories regarding the story’s subjects

<table>
<thead>
<tr>
<th>Categories</th>
<th>Items</th>
<th>Percentage of items</th>
<th>Average length</th>
<th>Total length</th>
<th>Percentage of length</th>
</tr>
</thead>
<tbody>
<tr>
<td>general</td>
<td>625</td>
<td>56.15%</td>
<td>86.8</td>
<td>54,267</td>
<td>63.24%</td>
</tr>
<tr>
<td>crisis</td>
<td>210</td>
<td>18.87%</td>
<td>61.0</td>
<td>12,811</td>
<td>14.93%</td>
</tr>
<tr>
<td>cultural</td>
<td>155</td>
<td>13.93%</td>
<td>62.8</td>
<td>9,727</td>
<td>11.33%</td>
</tr>
<tr>
<td>others</td>
<td>123</td>
<td>11.05%</td>
<td>73.3</td>
<td>9,011</td>
<td>10.50%</td>
</tr>
<tr>
<td>Total</td>
<td>1,113</td>
<td>100%</td>
<td></td>
<td>85,816</td>
<td>100%</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

Table 4-4:
The distribution of sub-categories regarding the story’s subjects

<table>
<thead>
<tr>
<th>Sub-categories</th>
<th>Items</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>general category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>politics</td>
<td>456</td>
<td>40.97%</td>
</tr>
<tr>
<td>military affairs</td>
<td>33</td>
<td>2.96%</td>
</tr>
<tr>
<td>economy</td>
<td>94</td>
<td>8.45%</td>
</tr>
<tr>
<td>environment and energy resources</td>
<td>42</td>
<td>3.77%</td>
</tr>
<tr>
<td><strong>crisis category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>national tension</td>
<td>15</td>
<td>1.34%</td>
</tr>
<tr>
<td>armed struggle</td>
<td>18</td>
<td>1.62%</td>
</tr>
<tr>
<td>crime</td>
<td>98</td>
<td>8.81%</td>
</tr>
<tr>
<td>accidents</td>
<td>79</td>
<td>7.10%</td>
</tr>
<tr>
<td><strong>cultural category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>education and culture</td>
<td>16</td>
<td>1.44%</td>
</tr>
<tr>
<td>sport</td>
<td>51</td>
<td>4.58%</td>
</tr>
<tr>
<td>science and health care</td>
<td>29</td>
<td>2.61%</td>
</tr>
<tr>
<td>leisure and entertainment</td>
<td>23</td>
<td>2.07%</td>
</tr>
<tr>
<td>human interest or humor</td>
<td>36</td>
<td>3.23%</td>
</tr>
</tbody>
</table>
Table 4-5: The distribution of categories regarding the story's subjects at the three television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>General</th>
<th>Crisis</th>
<th>Cultural</th>
<th>Others</th>
<th>Total items</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>205</td>
<td>83</td>
<td>60</td>
<td>35</td>
<td>383</td>
</tr>
<tr>
<td></td>
<td>(53.52%)</td>
<td>(21.67%)</td>
<td>(15.67%)</td>
<td>(9.14%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTV</td>
<td>222</td>
<td>65</td>
<td>43</td>
<td>37</td>
<td>367</td>
</tr>
<tr>
<td></td>
<td>(60.49%)</td>
<td>(17.71%)</td>
<td>(11.72%)</td>
<td>(10.08%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTS</td>
<td>198</td>
<td>62</td>
<td>52</td>
<td>51</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td>(54.55%)</td>
<td>(17.08%)</td>
<td>(14.32%)</td>
<td>(14.05%)</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

1.4 The Story’s Format

The results of the investigation show that the report format telecast most often is that of “news” with 976 items, which take up 86.88% of the format of story. This is followed by “special report” with 130 items, taking up 11.68% of the format of story. “Special units” and “the others” have 12 and 4 items respectively, which only take up 1.08% and 0.36% of the format of story. (see Table 4-6)

Table 4-6: The distribution of the story’s format

<table>
<thead>
<tr>
<th>Format</th>
<th>Items</th>
<th>Percentage of items</th>
<th>Average length</th>
<th>Total length</th>
<th>Percentage of length</th>
</tr>
</thead>
<tbody>
<tr>
<td>news</td>
<td>967</td>
<td>86.88%</td>
<td>69.2</td>
<td>66,921</td>
<td>77.98%</td>
</tr>
<tr>
<td>special report</td>
<td>130</td>
<td>11.68%</td>
<td>137.2</td>
<td>17,834</td>
<td>20.78%</td>
</tr>
<tr>
<td>special unit</td>
<td>12</td>
<td>1.08%</td>
<td>54</td>
<td>648</td>
<td>0.76%</td>
</tr>
<tr>
<td>others</td>
<td>4</td>
<td>0.36%</td>
<td>103.3</td>
<td>413</td>
<td>0.48%</td>
</tr>
<tr>
<td>Total</td>
<td>1,113</td>
<td>100%</td>
<td></td>
<td>85,816</td>
<td>100%</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.
If we compare the average length of each news item, “special reports” are the longest, namely 2 minutes and 17 seconds. “The others” are 1 minute and 43 seconds, “news” 1 minute and 9 seconds, and “special units” 54 seconds. The report time of “news” is 66,921 seconds, however, taking up 77.98% of the total time. This illustrates that the story’s format which is most often used at the Taiwanese television networks is “news”. (see Table 4-6)

The comparison regarding the story’s format at these television networks is tabled below in 4-7:

Table 4-7:
The distribution of the story’s format at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>News</th>
<th>Special report</th>
<th>Special unit</th>
<th>The others</th>
<th>Total items</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>369</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>383</td>
</tr>
<tr>
<td></td>
<td>(96.35%)</td>
<td>(2.87%)</td>
<td>(0.52%)</td>
<td>(0.26%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTV</td>
<td>304</td>
<td>52</td>
<td>10</td>
<td>1</td>
<td>367</td>
</tr>
<tr>
<td></td>
<td>(82.83%)</td>
<td>(14.17%)</td>
<td>(2.73%)</td>
<td>(0.27%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTS</td>
<td>294</td>
<td>67</td>
<td>0</td>
<td>2</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td>(80.99%)</td>
<td>(18.46%)</td>
<td></td>
<td>(0.55%)</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

1.5 The News Structures

According to Table 4-8, the news structure most often used by Taiwanese television networks is that of “report by interviewing”. It has 761 items which take up 68.37% of the total items. “Journalist’s voice-over” comes second with 181 items, which take up 16.26% of the total items. “Anchor’s voice-over only” is in the third position, with 109 items, taking up 9.79% of the total items. This is followed by “Others”, “collective news reporting”, and “interview by satellite”. The items concerned are 26, 19, and 17, which respectively take up 2.34%, 1.71%, and 1.53% of the total items.

With regard to the length of an item, “report by interviewing” is the longest news structure. It occupies 70,744 seconds, which take up 82.44% of the total length. “Journalist’s voice-over” still ranks in the second position and its length is 9,391 seconds, taking up 10.94% of
the total length. The others take up less than 10% of the total length. “Report by interviewing” and “journalist’s voice-over” are therefore the two news structures which are most often used by Taiwanese newspeople. If we compare the average length of each item, “report by interviewing” still ranks first and its average length is one minute and 33 seconds. (see Table 4-8) The distribution of news structures at these Taiwanese television networks is presented in Table 4-9.

Table 4-8:
The distribution of the news structures

<table>
<thead>
<tr>
<th>Structures</th>
<th>Items</th>
<th>Percentage of items</th>
<th>Average length</th>
<th>Total length</th>
<th>Percentage of length</th>
</tr>
</thead>
<tbody>
<tr>
<td>anchor’s voice-over only</td>
<td>109</td>
<td>9.79%</td>
<td>19.8</td>
<td>2,163</td>
<td>2.52%</td>
</tr>
<tr>
<td>report by interviewing</td>
<td>761</td>
<td>68.37%</td>
<td>93.0</td>
<td>70,744</td>
<td>82.44%</td>
</tr>
<tr>
<td>journalist’s voice-over</td>
<td>181</td>
<td>16.26%</td>
<td>51.9</td>
<td>9,391</td>
<td>10.94%</td>
</tr>
<tr>
<td>collective news reporting</td>
<td>19</td>
<td>1.71%</td>
<td>62.8</td>
<td>1,193</td>
<td>1.39%</td>
</tr>
<tr>
<td>interview by satellite</td>
<td>17</td>
<td>1.53%</td>
<td>92.6</td>
<td>1,575</td>
<td>1.84%</td>
</tr>
<tr>
<td>others</td>
<td>26</td>
<td>2.34%</td>
<td>28.8</td>
<td>750</td>
<td>0.87%</td>
</tr>
<tr>
<td>Total</td>
<td>1,113</td>
<td>100%</td>
<td></td>
<td>85,816</td>
<td>100%</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

Table 4-9:
The distribution of the news structures at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>Total items</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>51</td>
<td>251</td>
<td>62</td>
<td>0</td>
<td>7</td>
<td>9</td>
<td>383</td>
</tr>
<tr>
<td></td>
<td>(14.10%)</td>
<td>(65.53%)</td>
<td>(16.19%)</td>
<td>(1.83%)</td>
<td>(2.35%)</td>
<td>(100%)</td>
<td></td>
</tr>
<tr>
<td>CTV</td>
<td>25</td>
<td>252</td>
<td>58</td>
<td>15</td>
<td>8</td>
<td>9</td>
<td>367</td>
</tr>
<tr>
<td></td>
<td>(6.81%)</td>
<td>(68.66%)</td>
<td>(15.81%)</td>
<td>(4.09%)</td>
<td>(2.18%)</td>
<td>(2.45%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTS</td>
<td>30</td>
<td>258</td>
<td>61</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td>(8.27%)</td>
<td>(71.07%)</td>
<td>(16.81%)</td>
<td>(1.10%)</td>
<td>(0.55%)</td>
<td>(2.20%)</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

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SECTION 2 : THEMES DESCRIPTION

According to the framework and the hypotheses, this research covers seven themes. The measured results of these themes are explained in this section.

2.1 The Dependency on Education and Training

The total numbers of employees in the News Department of the three Taiwanese television networks are as follows: TTV 130, CTV 64, and CTS 164. Most of these employees were educated only in Taiwan. Staff who had been educated and trained in Taiwan as well as in the US are: TTV 20 (15.38% of the total employees); CTV 15 (23.44% of the total employees); and CTS 33 (20.12% of the total employees). At the three Taiwanese television networks, these staff are employed as the heads of the News Department (i.e., news managers) and main anchors at present. (see Table 4-10).

Table 4-10 : The staff statistics in the News Department of Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>America</th>
<th>Japan</th>
<th>Australia</th>
<th>Europe</th>
<th>Taiwan only</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>110</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>(15.38%)</td>
<td></td>
<td></td>
<td></td>
<td>(84.62%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTV</td>
<td>15</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>47</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>(23.44%)</td>
<td></td>
<td>(1.56%)</td>
<td>(1.56%)</td>
<td>(73.44%)</td>
<td>(100%)</td>
</tr>
<tr>
<td>CTS</td>
<td>33</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>130</td>
<td>164</td>
</tr>
<tr>
<td></td>
<td>(20.12%)</td>
<td></td>
<td>(0.61%)</td>
<td></td>
<td>(79.27%)</td>
<td>(100%)</td>
</tr>
</tbody>
</table>
When the above table is only analysed with regard to the American percentages, the figures reveal a clear dependency on the USA in terms of training. Nearly a quarter of CTV's employees in the News Department are educated and trained in the USA. If we use the same method to gather and compare statistics in other countries or areas, the situation of American dependency in this regard will be even more obvious. For example, while only 20 staff at TTV had studied abroad, they had all studied in the USA. At CTS, 34 staff had studied abroad with only one employee studying in Japan while the rest had studied in the USA. Consequently, many more Taiwanese staff have been educated and trained in the USA than in other countries. (see Table 4-10) The above description supports the hypothesis regarding the dependency of education and training on America (see Chapter 2).

Even more significant is the fact that the heads of the News Departments and the main anchors had been educated and trained in the USA. Due to their position in the news production process, their participation in the production of news has a greater influence on the reports.

2.2 The Dependency on International News Clips from US Sources
The total sample size of international news is 280 items. The distribution of their sources at the Taiwanese television networks is shown in Table 4-11:

Table 4-11:

<table>
<thead>
<tr>
<th>News sources</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
<th>Total items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television networks</td>
<td>62</td>
<td>69</td>
<td>68</td>
<td>199</td>
</tr>
<tr>
<td>Foreign news agencies</td>
<td>12</td>
<td>7</td>
<td>9</td>
<td>28</td>
</tr>
<tr>
<td>Television networks</td>
<td>22</td>
<td>17</td>
<td>14</td>
<td>53</td>
</tr>
<tr>
<td>The others</td>
<td>96</td>
<td>93</td>
<td>91</td>
<td>280</td>
</tr>
</tbody>
</table>

(Percentage of items) (71.07%) (10%) (18.93%) (100%)

---

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This table illustrates that the reports from foreign news agencies add up to 199 items, which take up 71.07% of the total international news items. The reports from journalists or correspondents from television networks only total 28 items, occupying 10% of the total international news items. It is clear that the main sources of international news at the three Taiwanese television networks are foreign news agencies. Other sources contain 53 items, taking up 18.93% of the total international news items. These 53 items were sorted into "the others", because they were broadcast by means of anchor's voice-over only, or their sources were not shown on the television screen. Their sources could therefore not be established.

According to the questionnaires, foreign news agencies usually provide the Taiwanese television networks with international reports, which include visual films and scripts. (see Table 4-12) The scripts of some of these 53 items are undoubtedly supplied by foreign media. The percentage of Taiwanese dependency on foreign news agencies is thus actually higher than 71.07% of the total international news items.

Table 4-12:

The news sources of the Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>Visual films</th>
<th>Scripts</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>VIS, WTN, CNN, VIS Asia</td>
<td>Reuters, AP, UPI</td>
</tr>
<tr>
<td>CTV</td>
<td>VIS, WTN, CNN, VIS Asia, CBS</td>
<td>Reuters, AP, UPI</td>
</tr>
<tr>
<td>CTS</td>
<td>VIS, WTN, CNN, ABC, VIS Asia, NHK</td>
<td>Reuters, AP, UPI</td>
</tr>
</tbody>
</table>

Annotations:
VIS and WTN provide Taiwan with both visual films and scripts. Their scripts are not transmitted by their own agencies, however. VIS's scripts are transmitted by way of Reuters and WTN's scripts by means of UPI.

The news media responsible for the reports of these 199 items are presented in Table 4-13. This table illustrates that the biggest news supplier to Taiwanese television networks is the USA which contains CNN, WTN, ABC and CBS. They furnish 127 items of stories, which take up 45.36% of the total international news items. Reuters and VIS from Britain has 53
items, taking up 18.93% of the total international news items. Mainland China's CCTV has 11 items and the Japanese NHK 8. They respectively take up less than 5% of the total international news items. The above description therefore corresponds to the hypothesis regarding the dependency of international news clips on America (see Chapter 2).

Table 4-13:
The distribution of international news among foreign news agencies

<table>
<thead>
<tr>
<th>News agency</th>
<th>Items</th>
<th>Percentage of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNN</td>
<td>86</td>
<td>30.71%</td>
</tr>
<tr>
<td>WTN</td>
<td>29</td>
<td>10.36%</td>
</tr>
<tr>
<td>ABC</td>
<td>7</td>
<td>2.5%</td>
</tr>
<tr>
<td>CBS</td>
<td>5</td>
<td>1.79%</td>
</tr>
<tr>
<td>Reuters &amp; VIS</td>
<td>53</td>
<td>18.93%</td>
</tr>
<tr>
<td>CCTV</td>
<td>11</td>
<td>3.93%</td>
</tr>
<tr>
<td>NHK</td>
<td>8</td>
<td>2.86%</td>
</tr>
</tbody>
</table>

With regard to the distribution of correspondents in foreign countries, Table 4-14 shows that the three networks send the most correspondents to the USA than to the other countries. The correspondents respectively live in Washington, New York and Los Angeles. Additionally, CTS has a correspondent in San Francisco. (see Table 4-14) This unbalanced distribution also proves the above hypothesis.

Table 4-14: The distribution of correspondents from the Taiwanese television networks in foreign countries

<table>
<thead>
<tr>
<th>Television network</th>
<th>America</th>
<th>Japan</th>
<th>Hong Kong</th>
<th>Korea</th>
<th>Britain</th>
<th>Canada</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTV</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>CTV</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>CTS</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

\(\text{page 92}\)
2.3 The Broadcasting of International News

This section investigates the districts and developmental situation in the countries reported on by the three Taiwanese television networks. The distribution of the districts is shown in Table 4-15:

Table 4-15:
The distribution of the reported countries' districts at the Taiwanese television networks.

<table>
<thead>
<tr>
<th>Districts</th>
<th>Items</th>
<th>Percentage of items</th>
<th>Average length</th>
<th>Total length</th>
<th>Percentage length</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>90</td>
<td>32.14%</td>
<td>71.7</td>
<td>6,457</td>
<td>38.35%</td>
</tr>
<tr>
<td>Asia</td>
<td>70</td>
<td>25%</td>
<td>54.3</td>
<td>3,804</td>
<td>22.59%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>41</td>
<td>14.64%</td>
<td>58.9</td>
<td>2,413</td>
<td>14.33%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>23</td>
<td>8.22%</td>
<td>58.4</td>
<td>1,343</td>
<td>7.97%</td>
</tr>
<tr>
<td>The Middle East</td>
<td>22</td>
<td>7.86%</td>
<td>59.6</td>
<td>1,312</td>
<td>7.79%</td>
</tr>
<tr>
<td>Africa</td>
<td>13</td>
<td>4.64%</td>
<td>42.3</td>
<td>550</td>
<td>3.27%</td>
</tr>
<tr>
<td>South America</td>
<td>13</td>
<td>4.64%</td>
<td>39.4</td>
<td>512</td>
<td>3.04%</td>
</tr>
<tr>
<td>Oceania</td>
<td>2</td>
<td>0.72%</td>
<td>54.5</td>
<td>109</td>
<td>0.65%</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>2.14%</td>
<td>56.3</td>
<td>338</td>
<td>2.01%</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100%</td>
<td>16,838</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

According to this table, North America is the district which is telecast most often. It has 90 items, which take up 32.14% of the 280 items of international news. Asia ranks second and has 70 items, taking up 25% of the total items of international news. Western Europe follows with 41 items, Eastern Europe with 23 items, the Middle East (22), Africa (13), South America (13), and Oceania (2). "Others" contain 6 items, because these stories were related to global issues and originated in international organisations.
Table 4-16 presents the distribution of the countries reported on. The items which exceed 10 stories (i.e. the top 5) are: United States (85 items, taking up 30.36% of the total items), Japan (34 items, taking up 12.14% of the total items), Russia (15 items, taking up 5.36% of the total items), United Kingdom (15 items, taking up 5.36% of the total items), France (12 items, taking up 4.29% of the total items), and China, People’s Republic (12 items, taking up 4.29% of the total items). According to the above figures, international news concerning the USA was broadcast most often on the three Taiwanese television networks. This can be associated with two spheres: (1) Taiwanese television networks depend on the supplies of international news clips from USA media. (2) Due to the USA’s influence on Taiwanese society, USA affairs are also of concern to Taiwanese audience. It therefore corresponds to the hypothesis regarding Taiwan’s dependency on American news (see Chapter 2).

Table 4-16:
The distribution of the countries reported on

<table>
<thead>
<tr>
<th>Countries</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North America</strong></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>85</td>
</tr>
<tr>
<td>Canada</td>
<td>5</td>
</tr>
<tr>
<td><strong>Asia</strong></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>34</td>
</tr>
<tr>
<td>China, People’s Republic</td>
<td>12</td>
</tr>
<tr>
<td>Singapore</td>
<td>6</td>
</tr>
<tr>
<td>Korea, Republic of</td>
<td>6</td>
</tr>
<tr>
<td>The Philippines</td>
<td>5</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>3</td>
</tr>
<tr>
<td>Thailand</td>
<td>2</td>
</tr>
<tr>
<td>Indonesia</td>
<td>2</td>
</tr>
<tr>
<td><strong>Western Europe</strong></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>15</td>
</tr>
<tr>
<td>France</td>
<td>12</td>
</tr>
<tr>
<td>Germany</td>
<td>3</td>
</tr>
<tr>
<td>Norway</td>
<td>3</td>
</tr>
<tr>
<td>Italy</td>
<td>3</td>
</tr>
<tr>
<td>Belgium</td>
<td>3</td>
</tr>
<tr>
<td>Austria</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>201</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Countries</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eastern Europe</strong></td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>15</td>
</tr>
<tr>
<td>Bosnian</td>
<td>8</td>
</tr>
<tr>
<td><strong>The Middle East</strong></td>
<td></td>
</tr>
<tr>
<td>Iraq</td>
<td>8</td>
</tr>
<tr>
<td>Palestine</td>
<td>6</td>
</tr>
<tr>
<td>Israel</td>
<td>5</td>
</tr>
<tr>
<td>Iran</td>
<td>3</td>
</tr>
<tr>
<td><strong>Africa</strong></td>
<td></td>
</tr>
<tr>
<td>Zaire</td>
<td>6</td>
</tr>
<tr>
<td>South Africa</td>
<td>5</td>
</tr>
<tr>
<td>Rwanda</td>
<td>2</td>
</tr>
<tr>
<td><strong>South America</strong></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>5</td>
</tr>
<tr>
<td>Chile</td>
<td>3</td>
</tr>
<tr>
<td>Mexico</td>
<td>3</td>
</tr>
<tr>
<td>Colombia</td>
<td>2</td>
</tr>
<tr>
<td><strong>Oceania</strong></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>79</td>
</tr>
</tbody>
</table>
If the category of reported subject is added to analyze the stories of the top 5 countries, the distribution of situations is shown in Table 4-17. This table reveals that the news relating to Japan frequently focused on economic affairs. If it concerned mainland China, the news often focused on political affairs. British events mostly fell in the cultural category. During the sample days a huge earthquake occurred on the Sakhalin Island of Russia and the French presidential election took place. The distribution of reported subjects from these two countries were therefore higher than usual. With regard to the USA, the television networks seemed to cover most reported subjects concerning American affairs. This also supports the hypothesis regarding the dependency of Taiwanese news on the USA (see Chapter 2).

Table 4-17:
The distribution of the reported subjects in the different countries

<table>
<thead>
<tr>
<th>Categories</th>
<th>The US</th>
<th>Japan</th>
<th>Russia</th>
<th>The UK</th>
<th>France</th>
<th>Mainland China</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>general category</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>politics</td>
<td>23</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>military affairs</td>
<td>7</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>economy</td>
<td>7</td>
<td>15</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>environment and energy resources</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>crisis category</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>national tension</td>
<td>9</td>
<td>10</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>armed struggle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>crime</td>
<td>17</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>accidents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>cultural category</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>education and culture</td>
<td>3</td>
<td>2</td>
<td></td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>sport</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>science and health care</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>leisure and entertainment</td>
<td>10</td>
<td>2</td>
<td>7</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>human interest or humor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total items</strong></td>
<td>85</td>
<td>34</td>
<td>15</td>
<td>15</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

Regarding the reported countries' developmental situation, developed nations have 167 items of stories, which take up 59.64% of the total international news, while developing nations have 107 items of stories, which take up 38.22% of the total items. "Others" have 6 items, taking up 2.14% of the total items. Regarding the stories' length, developed nations have 10,825 seconds, which take up 64.29% of the total length of story. These nations' average
length of a story is one minute and 5 seconds. Developing nations have 5,675 seconds, which take up 33.70% of the total length of story. These nations' average length of a story is 53 seconds. The others have 338 seconds, taking up 2.01% of the total length of story. Their average length of a story is 56 seconds. (See Table 4-18)

Table 4-18: The distribution of the stories regarding the reported countries' developmental situation

<table>
<thead>
<tr>
<th>Developmental situation</th>
<th>Items</th>
<th>Percentage of items</th>
<th>Average length</th>
<th>Total length</th>
<th>Percentage of length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed nations</td>
<td>167</td>
<td>59.64%</td>
<td>64.8</td>
<td>10,825</td>
<td>64.29%</td>
</tr>
<tr>
<td>Developing nations</td>
<td>107</td>
<td>38.22%</td>
<td>53.0</td>
<td>5,675</td>
<td>33.70%</td>
</tr>
<tr>
<td>The others</td>
<td>6</td>
<td>2.14%</td>
<td>56.3</td>
<td>338</td>
<td>2.01%</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100%</td>
<td>56.3</td>
<td>16,838</td>
<td>100%</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

As Table 4-18 reveals, Taiwanese television networks not only covered more story items from the developed nations than from the developing nations, but the average length of a story regarding the developed nations was longer than those of the developing nations. The total length of story of the developed nations is nearly double that of the developing nations. There is an obvious parallel with the feature of USA international news which covers more stories of the developed countries than of the developing countries.

If the category of reported subject is added to the investigation of this issue, the results are as follows: In the developed nations, the news of the general category has 75 items (taking up 26.79% of the total news), the crisis category has 45 (16.07% of the total news), and the cultural category 47 (16.79% of the total news). In the developing nations, the news of the general category has 37 items (13.21% of the total news), the crisis category 64 (22.86% of the total news), and the cultural category 6 (2.14% of the total news). (See Table 4-19) These statistics also correspond to the feature of USA international news, that is, more newscast of the general category, less of the crisis category in the developed countries, and more newscast of the crisis category and less of the cultural category in the developing
countries. These findings therefore correspond to the hypothesis regarding Taiwan's imitation of American news (see Chapter 2).

Table 4-19: The distribution of the reported subjects regarding the reported countries' developmental situation

<table>
<thead>
<tr>
<th>Categories</th>
<th>Developed nations</th>
<th>Developing nations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>general category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>politics</td>
<td>36</td>
<td>25</td>
</tr>
<tr>
<td>military affairs</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>economy</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>environment and energy resources</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td><strong>crisis category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>national tension</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>armed struggle</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>crime</td>
<td>21</td>
<td>8</td>
</tr>
<tr>
<td>accidents</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td><strong>cultural category</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>education and culture</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>sport</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>science and health care</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>leisure and entertainment</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>human interest or humor</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total items</strong></td>
<td>167</td>
<td>107</td>
</tr>
</tbody>
</table>

2.4 The Judgement of News Value

According to H. J. Gans, the following values in American news coverage never change: ethnocentrism, altruistic democracy, responsible capitalism, small-town pastoralism, individualism, moderatism, social order and national leadership. If these enduring USA news values are also found in Taiwanese news, this investigation further confirms Taiwanese imitation USA media in terms of news values.

Since the values are not exclusive, the frequency of appearance was calculated. For example, an item of story sometimes contains more than two of these values. Every value has only one chance to appear in each item of story, however. When the president’s speech included praise for the people's achievements and progressive democracy, for example, the values
regarding “ethnocentrism”, “altruistic democracy” and “national leadership” were assigned as representative of such utterances.

Results indicate that the values outlined by Gans (excluding that of “small-town pastoralism”) appeared repeatedly in the news with the following frequencies: “national leadership” 277 times, “responsible capitalism” 147, “social order” 80, “individualism” 69, “moderatism” 60, “altruistic democracy” 53, “ethnocentrism” 52, and “small-town pastoralism” 4 times. (See Table 4-20 below.)

Table 4-20:
The statistics of news values’ frequency at Taiwanese television networks

<table>
<thead>
<tr>
<th>News values</th>
<th>Appearance (times)</th>
<th>Percentage of frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>national leadership</td>
<td>277</td>
<td>24.89%</td>
</tr>
<tr>
<td>responsible capitalism</td>
<td>147</td>
<td>13.21%</td>
</tr>
<tr>
<td>social order</td>
<td>80</td>
<td>7.19%</td>
</tr>
<tr>
<td>individualism</td>
<td>69</td>
<td>6.20%</td>
</tr>
<tr>
<td>moderatism</td>
<td>60</td>
<td>5.39%</td>
</tr>
<tr>
<td>altruistic democracy</td>
<td>53</td>
<td>4.76%</td>
</tr>
<tr>
<td>ethnocentrism</td>
<td>52</td>
<td>4.67%</td>
</tr>
<tr>
<td>small-town pastoralism</td>
<td>4</td>
<td>0.36%</td>
</tr>
</tbody>
</table>

Table 4-20 demonstrates that the value of “national leadership” was used most often and occurred in nearly one out of four story’s items on Taiwanese television news. This high coverage related to the first visit to the USA by a Taiwanese president, Teng-hui Lee. Taiwan hailed his visit as proof of a break in the 16-year diplomatic isolation forced upon Taiwan by mainland China. Taiwanese television networks devoted half the air time of news programmes to cover “the journey of the century”. Additionally, in March 1996 Taiwanese voters will elect their president directly for the first time. The Taiwanese networks are used to bolster his prestige and thus influence his election, since the structure of these three
existing Taiwanese broadcasting television networks are controlled by the Taiwanese state. (See Chapter 1)

Although the other values did not appear as often as “national leadership”, they were still repeatedly observed in television newscasts with the exception of “small-town pastoralism”. The daily story’s items in Taiwanese evening television news total approximately 25-30 items, and the percentage of frequency concerning “ethnocentrism” is 4.67%. These statistics have revealed that the value of “ethnocentrism” appears once daily. The other five values’ percentage of frequency is higher than that of “ethnocentrism”, therefore the chance of their inclusion in television news is higher. These enduring values in American newscasts are therefore also repeatedly observed in Taiwanese news broadcasts.

With regard to “small-town pastoralism”, the percentage of frequency is low. It can be concluded that this value is not often used on Taiwanese television news programmes. Nevertheless, the above statements confirm the hypothesis regarding the similarities between the news values used by Taiwanese television networks and those of the American media. If this aspect is linked to Taiwan’s dependency on the USA for education and training in the media (discussed in section 2.1), this replication of American news values in Taiwanese news broadcasts makes sense. (see Chapter 2)

2.5 Broadcasting News Styles and Aesthetics
In this context “styles” mean the content, format and formal characteristics found in the presentation of Taiwanese television news broadcasts. Aesthetics here means television techniques employed to create visual variety and beautify news presentation. In the light of F. P. Schneider’s study (see Chapter 2), nine important features (i.e. styles and aesthetics) exist in the evening news of the three biggest American television networks. This section will discuss these nine features as a typology for investigating the evening news of the three Taiwanese television networks. The research results were as follows:

[1] The News Scope:
Table 4.21 illustrates that the Taiwanese television news is as limited in scope as the American news. Most of the Taiwanese news content is related to its own affairs, for example, the local news has 833 items, taking up 74.84% of the total items. Its news length is 68,978 seconds, taking up 80.38% of the total length. The foreign news consists of 280
items, taking up 25.16% of the total items. Its length is 16,838 seconds, taking up 19.62% of the total length. With regard to the daily average of news items, the Taiwanese media has 26.5 news items in one hour of air time (TTV has 27.36 items, CTV 26.21 items, and CTS 25.93 items). The United States media covers 16 items in half of an hour of the air time. Consequently, Taiwanese television news has the feature of the limited scope which is similar to that of USA news.

Table 4-21:
The statistics of news items and length at Taiwanese television networks

<table>
<thead>
<tr>
<th></th>
<th>Local news</th>
<th>Foreign news</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items</td>
<td>833</td>
<td>280</td>
<td>1,113</td>
</tr>
<tr>
<td>(74.84%)</td>
<td>(25.16%)</td>
<td>(100%)</td>
<td></td>
</tr>
<tr>
<td>Length</td>
<td>68,978</td>
<td>16,838</td>
<td>85,816</td>
</tr>
<tr>
<td>(80.38%)</td>
<td>(19.62%)</td>
<td>(100%)</td>
<td></td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

[2] The Geographical Focus of Foreign News:
Taiwanese foreign news is largely limited to North America, Asia and Western Europe, with little coverage of Africa, South America and Oceania. These statistics do not comply with the USA foreign news, which is largely limited to Western Europe and the Middle East, with few newscasts from Africa and Asia. The only geographic area that Taiwan and the USA have in common, in terms of news focus, therefore, is Western Europe. As a result of the far-reaching influence of the USA on Taiwan, news from North America takes priority on Taiwanese television, but is of course regarded as local news in the USA media. As far as coverage of Asia is concerned, due to the geographical location of Taiwan and the influence of mainland China and Japan on the country, Asian affairs assume on importance for Taiwan which is naturally lacking in the USA.

[3] The News Depth:
The average length of each news item at the Taiwanese television networks is one minute and 17 seconds, which is close to USA one minute and 16 seconds. (see Table 4-2) With regard to “information segments”, Taiwanese news programmes usually contain 7 - 9 which are more than USA 4 or 5 “information segments”. Nevertheless, the air time of Taiwanese
news programmes is half an hour longer than in America. The Taiwanese situation regarding the limited depth of report is therefore no different from that in the USA.

[4] The Categories of Content Presented:
This aspect is related to the news subjects broadcast by the television networks. According to Table 4-3, Taiwanese networks are extraordinarily alike in the category of content presented. More than half of the total newscasts focus on the general category, particularly political affairs (occupying 40.97% of the total items). This aspect therefore contains similarities with the USA.

[5] The News Format and Structure:
In their presentation of newscasts Taiwanese networks strongly resemble the USA media in the format or structure of the broadcasts. According to Table 4-6 and 4-8, 86.88% of the total news was presented in the reported format of "news", and 68.37% of the total news was presented in the news structure of "report by interview". These two figures far exceed the other figures relating to news format and structure. They also reveal that newscasts vary only slightly in the use of the format and structure from one typical newsday to another.

[6] The Features of the First and Last Newscast:

Table 4-22:
The comparison of the story's length at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>the story's length</td>
<td>27,934</td>
<td>30,199</td>
<td>27,683</td>
<td>85,816</td>
</tr>
<tr>
<td>the average length of each item</td>
<td>72.9</td>
<td>82.3</td>
<td>76.3</td>
<td>77.1</td>
</tr>
<tr>
<td>the length of the first and last stories</td>
<td>2,493</td>
<td>3,481</td>
<td>2,833</td>
<td>8,807</td>
</tr>
<tr>
<td>the average length of each first and last item</td>
<td>89.0</td>
<td>124.3</td>
<td>101.8</td>
<td>104.8</td>
</tr>
</tbody>
</table>

Annotations: the unit of length is the second.

The first and last stories on the USA news programmes are usually longer and more visually varied than the others. According to Table 4-2, the average length of each item at the three
Taiwanese television networks is: TTV 73 seconds, CTV 82 seconds and CTS 76 seconds. If the first and last stories are selected to calculate their length, the results are: TTV 89 seconds, CTV 124 seconds and CTS 102 seconds. It is clear that the length of the first and last stories exceed that of the average news items. The average length of the former is one minute and 45 seconds which is longer than the one minute and 17 seconds of the latter (see Table 4-22 on last page). Due to the limitation of this research, it is to be regretted that it cannot simultaneously illustrate the situations of the other countries to compare. Nevertheless the Taiwanese situation in this regard is similar to that of the USA.

[7] The Use of Television Techniques or Aesthetics:
According to Schneider's description, there are large differences among the television techniques or aesthetics used by the three American networks. Differences here mean that different networks usually use different broadcasting manners or visual effects to explain a same event. As the result of investigation, the three Taiwanese networks use various techniques and aesthetics to telecast news as well as the USA media.

The constant changes in the use of techniques and aesthetics can serve as an example: due to variations in photo angle and shot size, the same event is frequently presented in different ways. Besides, a complete television story is processed from many facets before it can be broadcast. These facets usually include lead-in, voice-over and picture, natural sound and picture, interview, standup bridge, cold open, stand upper, sound bites only and live report. The present action structure of a story can contain any two or more of these facets. Taiwanese television networks, like the USA media, are characterised by competition pressure, which leads to constant changes in the usage of television techniques or aesthetics. The Taiwanese television networks correspond to their American counterparts in this regard, therefore.

[8] The Use of Live Reports:
The US television news is almost always a reconstruction of an event, and live reports usually occupy only a tiny percentage of all news stories. The investigation has shown that live reports are also seldom used by Taiwanese television networks. Table 4-23 demonstrates that only 5.30% of the total news is live coverage. Taiwanese television news stories are therefore constructed from predictable or well-planned coverage.
Table 4-23:

The comparison of live and prepared reports at Taiwanese television networks

<table>
<thead>
<tr>
<th>Television networks</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>the items of live reports</td>
<td>22</td>
<td>23</td>
<td>14</td>
<td>59</td>
</tr>
<tr>
<td>(5.74%)</td>
<td>(6.27%)</td>
<td>(3.86%)</td>
<td>(5.30%)</td>
<td></td>
</tr>
<tr>
<td>the items of prepared reports</td>
<td>361</td>
<td>344</td>
<td>349</td>
<td>1,054</td>
</tr>
<tr>
<td>(94.26%)</td>
<td>(93.73%)</td>
<td>(96.14%)</td>
<td>(94.70%)</td>
<td></td>
</tr>
</tbody>
</table>

[9] The Use of Journalistic or Reporting Techniques:

Two thirds of American news broadcasts employ journalistic or reporting techniques beyond the story content in order to create an impression of credibility and factuality, such as a reporter adopting “standup opens” or “standup closes” (as if he or she were a witness) to introduce or summarise an event. This phenomenon does not often occur in Taiwanese television news where the presence of the news anchor is regarded as more important than that of the journalist, and it also lends the news the necessary credibility and factuality. The investigation has shown that the statistics of using the above American techniques at the three Taiwanese networks are: TTV 33 items of stories, CTV 48 and CTS 40. The total result is 121 items of stories, which take up 10.87% of the total items. This figure is much lower than that of the USA.

To summarise: apart from the geographical focus of foreign news and the use of journalistic or reporting techniques, Taiwanese news features are remarkably similar to those of the USA. The hypothesis regarding the imitation of the USA media by the Taiwanese television networks can therefore be considered proven (see Chapter 2).

2.6 The Dependency on Technology

"Technology" here relates to two issues: (1) machines and equipment used by the Taiwanese television networks, (2) communication by satellite. The statistics regarding the origins of machines and equipment (according to the questionnaire) are presented in Table 4-24. Due to a wealth of small details, the figures below are not precise.

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<table>
<thead>
<tr>
<th></th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taiwan</td>
<td>less 5%</td>
<td>Taiwan</td>
<td>less 5%</td>
</tr>
<tr>
<td>The USA</td>
<td>20% - 30%</td>
<td>The USA 10% - 20%</td>
<td>The USA 30% - 40%</td>
</tr>
<tr>
<td>Japan</td>
<td>more 50%</td>
<td>Japan more 50%</td>
<td>Japan more 50%</td>
</tr>
<tr>
<td>Germany</td>
<td>less 5%</td>
<td>Germany</td>
<td>5% - 10%</td>
</tr>
<tr>
<td>The others</td>
<td></td>
<td>The others 10% - 20%</td>
<td>The others less 5%</td>
</tr>
</tbody>
</table>

This table demonstrates that most machines and equipment which are used by the networks are from Japan (more than half of the total equipment). The USA technology ranks second. Why do these networks prefer Japanese equipment? According to the questionnaires, price, quality and operation are the three main factors considered. Cameras (i.e. ENG) are the equipment renewed most often. The ENG of Betacam SP (Superior Performance) from the Japanese SONY company is used most at these networks at present. The other countries' ENG cannot compare with its lightness and handiness, high quality of visual clarity and easy operation.

With regard to communication by satellite, Taiwanese television networks depend on the USA. Chapter 2 has referred to the fact that Taiwan is not a member of Intelsat. When Taiwanese networks have to use satellites to transmit information, they usually apply to Comsat (an American corporation) which helps Taiwan obtain a permit. Additionally, most equipment used by the networks in this respect is bought from the USA, such as transmitter or receiver antenna, outside broadcast vans (OB van), satellite news gathering (SNG), and satellite dishes.

If the reason concerning the dependency of Taiwanese television technology is further probed, the implication of business will be the most important cause. This is also an ideology which is encoded by technology. The export of technology is usually backed up by the promotion of transnational enterprises. Japanese electric appliances are famous for their excellent quality at low prices in the world. Many celebrated electric manufacturers from Japan and the USA are now established in China, Taiwan,

page 104
Japan have rooted their subsidiaries and developed their selling networks in Taiwan for a long time. Similarly, since 1970, the establishment of satellitic engineering in Taiwan has depended on the USA assistant. The USA still keeps its superior position of satellitic engineering in Taiwan today. For example, the first satellite, Chinese Satellite I, invested by the Taiwanese government will be manufactured in the USA in 1997. On account of advantage, transnational enterprises from Japan and the United States of America will continually improve technology and provide Taiwanese television networks with it.

Based on the above discussion, two conclusions can be reached regarding the hypothesis of the dependency of Taiwanese television technology on the USA. It has been proven that the claimed dependency of Taiwanese networks on the USA machines and equipment is false. It has also been proven, however, that the Taiwanese networks indeed depend on the USA communication by satellite (see Chapter 2).

2.7 The Arrangement of News Processes and Practices
A television news story is always structured by many processes which are managed by newspeople (i.e. gatekeepers). The following discussion is based on those aspects of the questionnaire which related to the operating procedures of gatekeepers at the Taiwanese television networks:

[1] What is the definition of news?
The answers obtained from ITV were: an event 1) that everyone is concerned about or is interested in, 2) that has been reported but directly relates to Taiwanese, 3) that is of general importance to everyone (in the view of the journalist), 4) that has an inherent shock or surprise element. CTV's answers were: 1) the theoretical definitions, 2) a topic or event that concerns everybody. CTS replied: 1) an event that everybody is concerned about, 2) an event which relates to the majority of people, 3) a fresh event that never heard before. To sum up: the definitions of news by the three networks are very close, and mainly have a bearing on events that concern everybody.

[2] How is the daily news line decided on?
The three networks gave the same reply: a staff meeting takes place daily at 9 o'clock, where every journalist reports his news ideas and sources. After their discussion, the head of the assignment editors plans every journalist's schedule. If there is an emergency or a
breaking story, journalists will accept a mobile assignment to cope with the situation. News ideas and interviews are therefore generally well-planned.

[3] What standards are employed to accept or reject news?
The answer from TTV is that it depends on whether an event is news or not. If it contains the characteristics of importance, proximity, eminence, human interest or conflict, the event has news value. According to CTV, the journalist himself/herself should judge the newsworthiness of an event. If that event is characterised by importance, proximity, or worthwhile watching, it deserves to be reported. CTS replied that an event has to contain proximity, importance, or timeliness. If it is also an event that concerns the population as a whole, it will be reported. With regard to foreign news, all the networks answered that the standards are similar to the above, but that it would also depend on the consequences for or the impact on Taiwan of the particular event.

[4] How are these standards judged?
The three networks gave the same response: newsworthiness can be judged by means of professional journalistic training and work experience. Journalists' quality therefore would be strictly required.

[5] How is the news sequence in a broadcast determined?
The three networks provided the same answer, that is, it depends on the nature of importance of events. Generally, an editorial meeting is held every afternoon, where the news editors and producers discuss the information they have received from foreign news agencies and their reporters. They finally decide on the news sequence: if an event is more important than others or affects more people, it has a better chance of being the lead story.

Additionally, CTS furnished a rule with which they always comply. They divide news into five segments (i.e. national, local, international, geographical and topical). Apart from broadcasting the headlines first, they usually follow the order of the above segments. News reliability is also checked to prevent the occurrence of mistakes.

[6] What personal standards should professional newspeople comply with?
TTV replied that a journalist must have: 1) actual talent, 2) news sense, 3) wisdom and good ability of reaction, 4) warmth and sincerity, 5) moral integrity, and 6) educational training in journalism. Practical training is also recommended. CTV responded that
newspeople must have: 1) abundant knowledge, 2) a command of two or more languages, 3) logical and analytic ability, 4) warmth and sincerity, and 5) professional ideology and judgement. CTS's answer was: 1) warmth and sincerity, 2) professional knowledge, 3) knowledge of conducting an interview, and 4) a co-operative attitude.

[7] Does the organisation (i.e. your network) overrule the processes of "gatekeeping"? According to TTV, this only happens occasionally. Colleagues at the network are usually in agreement with regard to the process of newsmaking. CTV's reply was: it has never happened, because the chief editor has absolute power in arranging broadcasts. CTS answered: as a result of the government abolishing martial law, this situation can no longer occur.

From the above discussion, one can see that the arrangement of news processes and practices at the three Taiwanese television networks is similar. The newspeople (i.e. gatekeepers) seem to manage the whole process by means of their professional ideology and judgement. With reference to Section 2.1 above (the dependency on education and training), this professional ideology and judgement is deeply affected by foreign knowledge, particularly that of the USA. This also affects news presentation at the networks, therefore. The arrangement of news processes and practices at the networks is similar to that of foreign countries, particularly the USA. It corresponds to the hypothesis regarding the similarities between the Taiwanese television networks and the USA media.
This chapter is divided into two sections. The first section is based on the discussion in Chapter 4: it reviews the results of the investigation and outlines the conclusion. The second section is an examination of the limits and sufficiency of this study. It also raises suggestions which could benefit future research.

SECTION 1: CONCLUSION

Chapter 1 included a discussion of the global shift in power after the rivalry between the USA and the USSR had ended. With collapse of the Soviet Union and the consequent diminishment of polarized power relations, new power centres like East Asia-Pacific and Europe are on the rise. The ideology underpinning concepts such as "centre" or "core" and "periphery" or "satellite" appears to be on the wane due to the more complex global situation in place. Despite this diminishment, the relationship between Taiwan and the USA still contains various aspects which illustrate the dependence of the former on the latter. This aim of this study was to take an in-depth look at the USA influence on Taiwan with regard to the field of television news broadcasts.

1.1 The Results of the Research Themes

Due to the international situation, Taiwan has maintained a close relationship with the USA since the end of World War II. As discussed in Chapter 2, the influence of the USA on Taiwan at that time was wide-spread. In the nineteen sixties Taiwan requested American assistance in establishing its own television network system. The operational model adopted was the commercial model -- and this can be considered the beginning of the imitation of the USA media by Taiwanese television practices and institutions. Although other American media concepts such as ownership, free media were also introduced into Taiwan, these were not put into practice by Taiwanese television networks due to the imposition of martial law.
and the domination of the Taiwanese state in the processes of establishing Taiwanese television. Opposing viewpoints from the media were not tolerated as the media was used as a tool for nation building and modernisation.

Nevertheless, American television stylistics and operational procedures have been the paradigm for the Taiwanese television networks ever since. Many of the characteristics of the USA television -- that is the competition among networks, the visual effects, in the texts, the emphasis on entertainment, the USA process of producing programmes, and the content of those programmes -- are copied by Taiwanese television. The news presentation by the Taiwanese networks also illustrates the USA influence. In order to prove these observations and to determine what segments of Taiwanese television news are affected, this study focuses on seven themes.

The framework (Chapter 1) outlines the first theme as the dependency on education and training. This issue was examined by means of data analysis. Results showed that while only 15% - 20% of the staff at the three Taiwanese television networks was educated or trained in foreign countries, the USA predominated as the country of choice for media education. Further even though most media training took place in Taiwan, network staff were still exposed to the USA influence due to the Taiwanese educational system being based on its American counterpart (see Chapter 2).

Themes examined by means of content analysis were: dependency on international news clips, broadcasting of international news, judgement of news value and broadcasting news style and aesthetics. With regard to the dependency on international news clips, results indicated that more than 71% of the total international news are supplied by foreign news agencies. Taiwanese networks are therefore nearly dependent on foreign news agencies. More importantly, however at those foreign news agencies, 63.82% of the above 71% are provided by the USA media. It is therefore clear that Taiwanese networks depend on the USA media for their supply of international news clips.

With respect to the broadcasting of international news, the results have shown that the USA is the country receiving the most coverage from Taiwanese television. It is also the country where the most correspondents for the Taiwanese networks live. More than 30% of the total international news relates to the USA. Additionally, Taiwanese television news also contains features of the USA media, such as more coverage of the developed nations and less of the
developing nations, the news subject relating to the developing nations being most often included in the crisis category.

With regard to the judgement of news value, except for the value of "small-town pastoralism", the other seven values (i.e. ethnocentrism, altruistic democracy, responsible capitalism, individualism, moderatism, social order and national leadership) which appear repeatedly in the USA media are also used frequently by Taiwanese television. There are therefore similarities between the news values used by the Taiwanese television networks and those occurring in the USA media.

Further, the concept of news value is contingent upon newspeople's professional ideology and judgement which, in turn, is deeply influenced by their education or training. The dependency of the Taiwanese networks on the USA for the purpose of education or training of personnel has already been noted especially with regard to anchors and heads of production.

As far as the broadcasting news style and aesthetics, are concerned, this study focused on the recurrence of those nine features outlined by F. P. Schneider in the Taiwanese networks. Analysis showed that seven of the nine features (the news scope, the news depth, the categories of content presented, the news format and structure, the features of the first and last newscast, the use of television techniques and the use of live reports) correlate with news in the USA. The Taiwanese broadcasting news style and aesthetics do not, however, imitate the USA media in entirety. Adaptations have been made with respect to journalistic techniques and the geographical focus of foreign news.

The themes of the dependency on technology and the arrangement of news processes and practices were examined by means of a mailed questionnaire. With regard to the technological dependency, it was found that general equipment like cameras, videocassettes and film editing machines displayed no direct link with the USA. Taiwan is reliant on the USA for the usage and equipment of satellite communication, however.

With respect to the arrangement of news processes and practices, results revealed that newspeople's professional ideology and judgement form the basis for the process of "gatekeeping". This professional ideology and judgement also relate to newspeople (i.e. page 110
gatekeepers). With reference to the dependency on education and training, the Taiwanese networks therefore display an American influence.

The results of the study yield an overall picture which clearly points to the influence of the US media practices on news production, styles, institutionalisation and aesthetics of the three Taiwanese television networks.

1.2 Supplementary Information

During the process of investigation, some characteristics of Taiwanese television news (outside the above research themes) were discovered to also correspond to the USA television news. These findings can strengthen the conclusion of this study.

[1] "Happy ending": Television news programmes in the USA often contain the feature of "happy ending" (see Chapter 2). This investigation has proven that the same feature exists in Taiwanese news programmes.

Table 5-1:
The correspondence of the last story to the soft category

<table>
<thead>
<tr>
<th>Cultural categories</th>
<th>TTV</th>
<th>CTV</th>
<th>CTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>education and culture</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>sport</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>science and health care</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>leisure and entertainment</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>human interest or humor</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

(Percentage of the total last news items) (71.43%) (64.29%) (64.29%)

This table illustrates that the stories which were arranged to be the last item in Taiwanese television programmes fall in the cultural category. It also demonstrates that more than half
of the total last news items (14) occupied that position in order to construct an atmosphere of "happy ending".

[2] The source of political news:
Another American news feature is that journalists usually depend on Washington government officials for their main information. When they broadcast their reports, they also frequently adopt the interviewee's tone or use his/her words (see Chapter 2). These two characteristics are not only present in Taiwanese journalism, but are emphasised. Taiwanese television networks send their main reporters to Taipei where they obtain information from Taipei's state officials and do not pay much attention to opposition parties. More than half of the total news is sourced from Taipei.

[3] The others:
TTV's evening news programme includes two items copied from American CNN. The first is a special item called "ShowBiz"--CNN broadcasts a programme of a similar nature under that name. The second is the background music to the index number of stock markets. This music is the same as that used by CNN's "World News" programme. Although these items are not present in CTV's and CTS's news programmes, these two networks directly telecast American CBS's and ABC's evening news on weekdays.

1.3 Theoretical Verification
This study employed two theories, the globalisation of information (Chapter 1) and the flow of international information (Chapter 2). The following discussion is aimed at relating the results of this study to these theoretical paradigms.

In Globalisation: Social Theory and Global Culture, R. Robertson states "the expansion of the media of communication, not least the development of global television, and of other new technologies of rapid communication and travel, has made people all over the world more conscious of other places and of the world as a whole". [R. Robertson, 1992] The relationship between Taiwan and the USA has indeed been affected by the technological developments in mass communication. The disappearance of information barriers between countries has resulted in the profound influence of the USA media practices on the presentation of Taiwanese television news.
The flow of international information is discussed in this study in terms of two issues: the direction of the flow and the transmittance and reception of information. Complaints about the imbalance of world information from the developing countries are less evident today, due to perhaps the widespread application of international satellite, computer and distribution networks. The only issue that remains is the velocity of the transmittance or reception of information. [A. Toffler, 1990]²

The flow direction has not changed much in present times. The one-way flow of information in the past has been replaced by a merging of media conglomerates to create transnational media. These are headquartered in the world’s major cities which are usually situated in the advanced countries. Although the new technologies have ended the one-way situation of the past and produced more mutuality in communication, the flow of international news still takes place from these global cities (the centre) to the rest of the world (the periphery).

This study found that the Taiwanese television networks play the role of “input” and the USA media plays the role of “output”. In the field of communication, the USA has maintained its leading position despite the trend towards transnational media organisations that obliterate national boundaries and participate in the free-flowing disjunctive global cultural economy. For this reason, the concept of direction in terms of the flow of information, and the idea of a centre reigns a periphery are still valid descriptors of our age.

SECTION 2: REFLECTION AND PROPOSAL

This study necessarily contained some research limits. In the following discussion these limits are identified and suggestions with regard to further research are then raised.

2.1 Research Limits

This investigation was subject to five research limits:

[1] Sample:
The research object of this study is television news. In the past the broadcasting of television news always compared to lightning, with its swift appearance and disappearance. Although
videorecorders can now be applied to store news images, it is still a difficult process for television networks, due to the involvement of manpower, cost, material resources and maintenance skills. For researchers, this presents a problematical situation with regard to securing a long term population and sample size. This study was subject to the same limitation, and therefore the days of population had to be restricted to 12 weeks. The sampling representation was thus unfortunately confined.

[2] Interview:
Originally this study was to be conducted by means of personal interviews. Contacting television newpeople and arranging appointments proved problematical, however, due to tight schedules. A mailed questionnaire appeared to be the only solution. This method met with a slow response, however (from CTV and CTS), and, on occasion, no response at all (as with TTV). Personal contacts eventually had to be used to find a staff member who then completed the questionnaire on behalf of the entire news department. Future researchers might find this experience of note.

[3] Place:
The research objects of this study are Taiwanese television news and the USA media. Due to the geographical distance of two countries from South Africa, it was difficult to collect the necessary information. Particulars such as the rate of television acceptance in Taiwan, the news development of cable television and DBS in Taiwan, and the characteristics of the USA television are therefore not included.

[4] Time:
Due to the emigration of my former supervisor Dr. Louw to Australia, the rate of completion in this study was slowed down. As a result, time became an issue and possible areas for further exploration and research had to be ignored or not pursued.

[5] Scope:
If the investigation had included other countries news styles vis-a-vis the USA, the scope and results of this study would have been enriched. As a result of manpower and cost, this study did not look at other countries news styles vis-a-vis the USA.
2.2 Proposal

According to the results of the investigation and the accompanying new insights, three suggestions may be raised. Although the central discussion in this research concerns Taiwanese television news, these suggestions are not limited to Taiwan. They will have a universal bearing, since we may consider the future development of Taiwanese television to be similar to that of many developing countries. The details are as follows:

[1] Television networks:
Television is deeply involved in the construction and maintenance of modern society with television news, in particular, containing the functions of educating and transmitting information. Directions for improvement at the television networks might take note of the following points:

(a) In order to participate in the process of globalisation, news department and equipment should be expanded and more initiative should be used to discover news.

(b) Networks should alter their established approach to news interviews by breaking their excessive dependence on foreign news agencies. These changes would better satisfy the audience's diversification needs and correspond to rapid social changes.

(c) Although the entertainment emphasised in television news is a good way of making news viewing saleable to the viewing audience, news coverage should be expanded in scope and depth. Laughter only provides a brief opportunity of relaxing. Efficient control over information is the only way to exist in the international community.

(d) The production of news programmes require creativity, professionalism, precision and objectification. Production practices should not blindly imitate the practices of foreign media since these do not speak to the specific cultural conditions of the country.

(e) Newspeople's "professional ideology and judgement" play an important role in the editing and broadcasting of the news. Television networks should take this point into account in terms of training of their newspeople. At the same time, they should draft news standards to correspond to their countrypeople's international view. This would avoid the repeated usage of Western standards in broadcasts.
Governments:

This study found that, due to the adoption of the pro-American approach in Taiwan's diplomacy and the expansion of American power, Taiwan has been extensively influenced by the USA (Chapter 2). Taiwanese television has not escaped this influence. Its presentations imitate US broadcasts and international news clips are nearly always sourced from the USA news agencies (Chapter 4). This situation is similar to that of many other countries. It is therefore important that the government adjusts their media policy to prevent the above.

Additionally, a media policy not only controls the operation of the media, but also affects the content of presentations. Adjustments to the policy have to be cautiously made. Taiwanese television is strictly controlled by the country's ruling party, the Kuomintang (Chapter 1). This situation is also similar to that in many existing developing countries. In synthesizing the above two points, the following suggestions may be addressed to governmental agencies.

(a) Governments should encourage television networks to produce news programmes which i) have creative content and ii) correspond to the demand of their countrymen.

(b) In the post-modern era, regional co-operation, as in the European Union or the Asia-Pacific Economic Cooperation, is a growing trend. In fact, mutual support between the media can also form part of regional co-operation. Governments could utilize this reciprocal co-operation to reduce the dependency on transnational news agencies.

(c) The air waves are limited resources and should belong to the public. Governments should play a neutral role to manage the media affairs. The ruling party is not equal to the government, and no political party should control such "public equipment".

(d) The improvement of communication technology is the main reason for the explosion of information, and it is also the best way to control information. Governments should encourage their countrymen to research, develop and use this technology, which would also diminish technological dependency on the advanced countries.

Future research:
The study has the following heuristic benefits in terms of future research.
(a) **Topic:**
The research topic of this study was Taiwanese television news. Other countries could be investigated in terms of their dependency on USA styles or the similarities and dissimilarities compared. Apart from television news, other forms of communication such as films and advertising also could become research texts. People often claim that American popular culture diffuses in their country with ease. Studies of this nature can help people to provide the empirical evidence for such claims.

(b) **Alternate Methods:**
This study mainly uses content analysis to probe the influence of the USA media on the presentation of Taiwanese television news. Although the research methodology also includes data analysis and interviews, it focuses on the output of news content. Future researchers could adopt other research methods to investigate both the newspeople (the source) and audience (the receiver). For example, studies could consider American influence on a particular country’s gatekeepers, or the extent of receivers’ perceptions or satisfaction regarding the dependency of their broadcasts on foreign media. Content analysis says little about how viewers negotiate meaning. It examines only the texts in isolation -- ignoring both the viewing context and the viewer. Viewers may not perceive any US influence in the news styles and practices. As E. Katz and T. Liebes (1990) have pointed out in the study, *The Export of Meaning*, to assume that what is encoded in the text by the source is automatically decoded in the same way by the receiver is wrong and simple-minded.

(c) **Approach:**
New technology creates new media such as international computer networks, cable television and DBS. These new media have a great impact on more established media such as newspapers and broadcasting television or radio. This impact could serve as a worthy approach for future researchers. DBS, for instance, joined the South African broadcasting market in October 1995. Its development and the response from the old media merit an investigation.

(d) **Theory:**
Theories relating to post-modernism or globalisation and their future development have been developed rapid in succession. The progress and application of communication in these theories occupy many printed pages. Derivative issues regarding these theories are good study material for future researchers.

*page 117*
When Japan announced that it had created “high definition television” (HDTV) in 1980, optimists believed that it would replace the present three biggest systems (i.e. NTSC, PAL and SECAM) before the end of this century. This forecast, however, has not yet become a reality, due to HDTV’s involvement in political, economic and cultural problems. The Western countries are of the opinion that the import of HDTV into their countries would strengthen the already superior position of the Japanese. They prefer to create their own systems. In 1985, for example, some European countries decided to invent their own HDTV, called EUREKA, which can be compared to the Japanese HDTV, called MUSE. [M. C. Cheng, 1990]3

A similar situation occurs in the presentation of Taiwanese television news. It involves special political, economic and cultural backgrounds which have caused its dependency on the USA media (Chapter 2). This dependency should however be diminished. It is hoped that Taiwan could adopt the inventive spirit of the Western countries and reduce its imitation of the USA media. At the same time, this study could serve as a reference for countries facing a similar situation to that of Taiwan.

Notes:
APPENDIX ONE
COUNTRIES’ DEVELOPMENTAL SITUATION

Developed countries:

North America:
- Canada
- United States

Asia-Pacific:
- Australia
- Japan
- New Zealand

Europe:
- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Iceland
- Ireland
- Italy
- Luxembourg
- Netherlands
- Norway
- Portugal
- San Marino
- Spain
- Sweden
- Switzerland
- United Kingdom

Developing countries:

Africa:
- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cameroon
- Cape Verde
- Chad
- Comoros
- Congo
Côte d’Ivoire
Equatorial Guinea
Ethiopia
Gambia, The
Guinea
Kenya
Liberia
Malawi
Mauritania
Morocco
Namibia
Nigeria
Sao Tome & Principe
Seychelles
Somalia
Sudan
Tanzania
Tunisia
Zaire
Zimbabwe

Asia:
Afghanistan, I.S. of
Bhutan
China, People’s Rep.
India
Kiribati
Lao P. D. Rep.
Maldives
Myanmar
Pakistan
Philippines
Solomon Islands
Thailand
Vanuatu

Djibouti
Eritrea
Gabon
Ghana
Guinea-Bissau
Lesotho
Madagascar
Mali
Mauritius
Mozambique
Niger
Rwanda
Senegal
Sierra Leone
South Africa
Swaziland
Togo
Uganda
Zambia
Bangladesh
Cambodia
Fiji
Indonesia
Korea
Malaysia
Marshall Islands
Mongolia
Nepal
Papua New Guinea
Singapore
Sri Lanka
Tonga
Viet Nam

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Western Samoa

Europe:
Albania
Azerbaijan
Bulgaria
Cyprus
Estonia
Hungary
Kyrgyz Republic
Lithuania
Malta
Poland
Russia
Slovenia
Turkey
Ukraine

Armenia
Belarus
Croatia
Czech Republic
Georgia
Kazakhstan
Latvia
Macedonia, former Y.R
Moldova
Romania
Slovak Republic
Tajikistan
Turkmenistan
Uzbekistan

Middle East:
Bahrain
Iran, I.R. of
Israel
Kuwait
Libya
Qatar
Syrian Arab Republic
Yemen, Republic of

Egypt
Iraq
Jordan
Lebanon
Oman
Saudi Arabia
United Arab Emirates

Latin America:
Antigua and Barbuda
Bahamas, The
Belize
Brazil
Colombia
Dominica
Ecuador
Grenada
Guyana

Argentina
Barbados
Bolivia
Chile
Costa Rica
Dominican Republic
El Salvador
Guatemala
Haiti
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Washington D.C. USA.
Sir

This is Kuang-huang HSIAO. I am registered for an M.A. degree in Communication at the Rand Afrikaans University in Johannesburg, RSA. I am currently conducting interviews for an M.A. thesis on The influence of the US media on Taiwanese broadcasting television news. It would be appreciated if you could aid my research by providing frank answers to the questions below.

Sincerely

K. H. Hsiao 9 June 1995

Section 1:
Personnel information and the sources of international news

[1] Name of your network:

[2] How many staff work in the News Department at your network?

[3] How many staff have ever studied or trained in foreign countries?
   (a) America: ____________
   (b) Japan: ____________
   (c) Australia: ____________
   (d) Europe: ____________ (Please supply names of countries)
   (e) The others: ____________ (Please supply names of countries)

[4] The distribution of correspondents in foreign countries:
   (a) America: ____________ (Please supply the distribution of cities and number of correspondents)
   (b) Japan: ____________
Section 2:
Information regarding the origins of technology
[1] Where does the equipment at your network come from? (Please complete the blank spaces by filling in the correct figure.)

(1) more than 50%
(2) 40% - 50%
(3) 30% - 40%
(4) 20% - 30%
(5) 10% - 20%
(6) 5% - 10%
(7) less than 5%

(a) Taiwan: ____________________
(b) America: ____________________
(c) Japan: ____________________
(d) Germany: ____________________
(e) The others: ____________________ (Please supply names of countries and percentages)

[2] What equipment was sourced from or studied in America?

[3] Why do you source your equipment from the above country / countries?

Section 3:
The arrangement of news processes and practices
[1] What is the definition of news?

[2] How is the daily news line decided on?
What standards are employed to accept or reject news?

How are these standards judged?

How is the news sequence in a broadcast determined?

What personal standards should professional newspeople comply with?

Does the organisation (i.e. your network) overrule the processes of "gatekeeping"?
APPENDIX THREE
THE REGISTERED SAMPLE LIST

Section 1 : General information
[ 1 ] News code : __________
[ 2 ] Coder : __________
[ 3 ] The date of broadcast : _____ ( Day ) _____ ( Month ) _____ ( Year )
   ( a ) _____ TTV   ( b ) _____ CTV   ( c ) _____ CTS
[ 5 ] News length :
   from _____ to _____ total : ________ seconds
                             ________________________________________________

Section 2 : Names of categories
[ 1 ] The news format :
   ( a ) _____ News   ( b ) _____ Special report
   ( c ) _____ Special unit   ( d ) _____ The others
[ 2 ] The news structures :
   ( a ) _____ Anchor’s voice-over only   ( b ) _____ Report by interviewing
   ( c ) _____ Journalist’s voice-over   ( d ) _____ Collective news reporting
   ( e ) _____ Interview by satellite   ( f ) _____ The others
[ 3 ] The news subjects :
   ( a ) _____ General category
      ( 1 ) _____ politics   ( 2 ) _____ military affairs
      ( 3 ) _____ economy   ( 4 ) _____ environment and energy resources
   ( b ) _____ Crisis category
      ( 1 ) _____ national tension   ( 2 ) _____ armed struggle
      ( 3 ) _____ crime   ( 4 ) _____ accidents

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(c) Soft category
(1) ______ education and culture (2) ______ sport
(3) ______ science and health care (4) ______ leisure and entertainment
(5) ______ human interest or humor

[4] The journalistic techniques:
(1) Live or prepared reports
(a) ______ live report (b) ______ prepared report
(2) Journalistic special techniques
(a) ______ standup open (b) ______ standup close
(c) ______ absence of both (a) and (b)

[5] The reported country:
(1) Name of country: _____________
(2) The country's districts
(a) ______ Africa (b) ______ Asia
(c) ______ Eastern Europe (d) ______ Western Europe
(e) ______ North America (f) ______ South America
(g) ______ The Middle East (h) ______ Oceania
(i) ______ Others
(3) The country's developmental situation
(a) ______ developed nation (b) ______ developing nation
(c) ______ the others

[6] The news sources:
(1) ______ Transnational news agency (name of agency: _____________)
(2) ______ Journalists or correspondents from television network
(3) ______ Internal and external reports
(4) ______ The others

[7] The news values:
(1) ______ Ethnocentrism (2) ______ Altruistic democracy
(3) ______ Responsible capitalism (4) ______ Small-town pastoralism
(5) ______ Individualism (6) ______ Moderatism
(7) ______ Social order (8) ______ National leadership