

副刊文本新聞化：一種媒介文化景觀的解析

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副刊作為我國報紙的四大要件，伴隨媒介生態的變遷和文化多樣化需求的湧現，經歷了與報紙生產內容同步化的調適，在傳播內容與形式上，以區別於新聞“快報”的文本策略構成一種適合受眾“慢讀”與“細品”的媒介文化景觀，它是報紙與媒介文化互動的結果。進入互聯網時代，媒介、技術與人文的互動融合，構成一種具有“媒介域”的媒介文化，在報紙副刊文本中，出現了“新聞化”的文本策略，這是報紙提升整體時效和構建特色的文化傳播的轉型實踐。副刊文本新聞化作為一種媒介文化的表徵，具體表現為副刊文本符號與媒介文化物質層面的互動；副刊文本內容與媒介文化消費層面的互動；副刊文本構架與媒介文化體驗層面的互動，即這三個層次的互動體現當下媒介文化生成與發展的互媒性走向，而且也表明在非新聞版面的文本策略中注入具有文化消費與文化體驗的新聞性由頭，可以總體提升副刊文本的可讀性和服務性，從而重構報紙與受眾的文化消費關係。這意味著審思目前副刊文本新聞化的趨勢，有助於我們跳出新聞生產或副刊突圍的狹窄視野，並且能夠激發我們去發現與順應副刊文本新聞化的互媒演進機制。解析中國大陸晚報、黨報副刊文本新聞化的現象及其形成的媒介文化景觀，我們可以得到這樣的啟示：因應受眾的深度文化需求，未來的媒介文化生產實踐將使民智彙聚的創意開發及表達更加普遍化、日常化、服務化。副刊文本在媒介域中，其新聞化的形態和路徑不僅孕育著無限的可能，而且也促發著我們對媒介文化的自覺創新。

The Journalistic Tendency of the Newspaper Supplements

Text:An Analysis on Media cultural Spectacle

CAO Hui

The Supplement, one of the four elements of the Chinese newspaper, has gone through a synchronous adjustment on newspaper content production along with the changes of media ecology and the emergence of demand for cultural diversity. Different from the fast broadcasting text policy of news reports, it constitutes a media cultural spectacle which allows readers to read slowly and digest carefully, which is a result of the interaction between newspaper and media culture.

In the internet era, interactions and fusions among media, technology and humanities constitute a kind of media culture known as media field. The journalistic tendency of the newspaper supplement text policy has come into being, which is the practice of a transformation for newspapers to enhance the overall timeliness and construction of a unique cultural communication.

As a sign of media culture, the journalistic tendency of the newspaper supplement embodies the physical interaction between supplement text symbols and media culture, the consumptive interaction between supplement content and media culture and the experiential interaction between supplement textual structure and media culture. These three different levels of interactions embody the multi-media trend of current media culture production and development, it also indicates that it could improve the readability and service function of the newspaper supplement by providing the non-news page content with cultural consumptive and cultural experiential news resources strategically so as to rebuild the cultural consumption relationship between newspaper and readers.

This means that by taking the current journalistic tendency of the supplement into consideration, it could not only help us break out of the narrow vision of news production or supplement breakthrough, but also encourage us to explore and adapt to the multi-media evolutionary mechanism. We can get the enlightenment by analyzing the phenomenon of the supplement journalistic tendency within Chinese mainland evening newspapers and party newspapers: media culture production practice in the future would make creative development and expression which contains the mass wisdom more universal, habitual and serviceable as the deeper cultural needs from readers evolve. In the media field, the journalistic form and approach of the supplement text would not only bring in unlimited possibilities but also stimulate us to undertake the creation of media culture consciously.