

新興青年媒體使用與休閒文化

張玉佩

傳播科技的興起，不只是改變當代青年的媒體使用習慣，同時也衝擊著他們的休閒娛樂、影視經驗與人際網絡。本次演講討論，將透過網路時代傳播溝通變革的檢閱，提出青年媒體溝通與休閒趨勢的四大轉變，包括新溝通線索、人際關係重組、匿名屏障效果、以及泛亞流行文化圈的成形等。這些媒體休閒趨勢的轉變，成為未來社會民主溝通與文化建構的發展關鍵。

New Media Use and Leisure Culture of Youth

CHANG YuPei

The development of the communication technology not only changes the new digital media habits, but also influences their social networks, recreations, and all types of media experiences. This time, we are venturing the evolution of technology. Meanwhile, we can point out the changes that effect on young generations' as consumers of leisure media: New communication cues, social reconstruction, anonymity delayed effect, and pan-Asian networking of popular culture. These changes will be the key points for the social democracy communication and the culture establishment.