

公關如何影響新聞報導：2001－2010 年中國大陸報紙消息來源捲入度分析

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本研究创造性的提出“消息来源卷入度”概念，并以“卷入广度”和“卷入密度”两个维度建构“消息来源影响力模型”，以揭示作为消息来源的各类公关主体对新闻报道的影响规律和特点。通过分析 2001-2010 年中国大陆具有代表性的四份报纸的 1600 篇新闻中，七类消息来源的“卷入广度”和“卷入密度”，发现：1) 公共关系的“信息补贴”现象十分普遍，且政府官方一直是中国报纸新闻的最主要消息来源；2) 弱势群体在媒体上的声音愈来愈强大，已经开始从“沉默的大多数”逐渐发展为“次要的多数”；3) 各类公关主体在与新闻媒体互动时存在明显的选择性和策略性。

關鍵詞：消息来源；卷入度；新闻报道；公共关系

How Public Relations Functions as News Sources in China

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This study re-conceptualizes the interaction between public relations (PR) practitioners and journalists in news construction. Proposing a new conceptual framework of “news-source involvement,” this study applies two dimensions – “involvement width” and “involvement density” – when examining how information and/or stories generated by PR people affect news coverage. Empirically, this study identifies seven types of news sources derived from a systematic content analysis of 1600 stories in four selected Chinese newspapers from 2001 to 2010 – 10-year period. The major findings include: (1) information subsidy has become a popular phenomenon in China; (2) over the past decade, the Chinese government has been slowly but surely becoming more tolerant of public’s expression of their opinions relating to social and political issues. Though the government remains as the dominating “news source” for newspapers, other non-mainstream news sources (e.g. grass-root civilian) have emerged. Growing from the used-to-be “silent mass,” they have become the “subordinate majority” nowadays, having strong influence in certain coverage; and (3) PR people as one of the major news sources, interact with media in a selective manner; and such interaction takes places largely on tactical level.

Keywords: News sources, Involvement, News coverage, Public relations