

中國大陸調查記者的社會資本與轉型困境

王天定

摘要

在中國大陸，由於市場化媒體的衰落，調查性報導在經歷“黃金十年”後陷入谷底，許多媒體在改革機制，重構生產流程過程中，裁撤了從事深度及調查性報導的部門，而由於種種原因，以調查性報導為宗旨的新媒體平臺並沒有搭建起來。因此，大批調查記者，尤其是一些資深調查記者選擇離開媒體行業，轉型從事其他行業。一些人在公益、公關等領域取得相當成就，頗受關注。2016—2017年，我針對調查記者職業轉型問題，在全國範圍內選擇20名在媒體業內職業聲望較高的調查記者進行訪談，發現許多調查記者離開媒體行業並不是主動選擇，而是因為各種原因被迫去職，而且這些人在轉型過程都遭遇不同程度來自其他方面的干擾，身陷一種“轉型困境”，這其中包括一些轉型貌似比較成功的前調查記者，其實在新的職業中不斷面臨不為人知的困擾，國內學術界對調查記者職業轉型問題比較關注，國內多名新聞傳播學博士研究生都以此為選題寫作博士論文，但從看到的發表成果，調查記者的轉型困境問題也沒有受到太多關注。這些記者大都具有較高的專業聲望與社會知名度，但“社會資本”對他們擺脫轉型困境幫助不多，那麼，社會資本在職業轉型中發揮作用的前提是什麼？在當下中國最需要調查報導的時代裡，調查記者的流失，引發了媒體行業人才的斷層危機，也對守護社會公共利益構成負面影響，那麼，我們有沒有可能在新媒體時代裡，通過動員社會力量搭建支援調查性報導的專業平臺，重新聚合已經流失的調查記者？

關鍵詞：調查記者、職業流動、社會資本

Social Capital and Transformation Dilemma of Investigative Journalists in Mainland China

Wang Tianding

Abstract

With the decline of commercial media, investigative reporting in mainland China has fallen to a record low after its 'golden decade' of blossom. Many media organizations, while restructuring news production process, have cut off units for in-depth and investigative reporting. Yet for certain reasons, new media platforms for investigative reporting have not been secured. For these reasons, large number of investigative journalists, especially senior ones, chose to leave journalism for other occupations. Some of them have gained public attention in fields such as public welfare and public relations. Drawing on the concern of occupational transformation of investigative journalists in mainland China, I interviewed 20 reputational investigative journalists from 2016 to 2017. Of these journalists, many were forced to leave journalism, rather than choosing to leave on their own will. Moreover, they all have experienced, to varying degrees, certain interferences, and are trapped in a 'transformation dilemma'. Some former investigative journalists who are known for their seemingly successful occupational transformation are also troubled by endless untold interferences in the new profession.

Academia in China has been closely watching the transformation of investigative journalists; quite a few PhD theses are devoted to this topic. However, judging from the existing publication, insufficient attention has been paid to the transformation dilemma of investigative journalists, most of whom enjoy relatively high professional reputation and social recognition, yet these 'social capitals' played very limited role in facilitating them out of the transformation dilemma.

What is the prerequisite for social capital to play its role in occupational transformation? The current era in China is in urgent need of investigative journalism. The drain of investigative journalists is posing journalistic professionals crisis for media industry, and undermining safeguarding public interest in the society. In this new media era, is it possible to mobilize social actors to establish professional platforms to bring back together investigative journalists?

Keywords: investigative journalists, occupational mobility, social capital