

# 比較作為方法：記者角色的地方性實踐與跨文化重構

單波

摘要

本文回顧了數十年來世界各國研究者針對記者群體的研究，既考察了西方歷史情境下形成的多元記者角色，涵蓋了中立與參與、消極與積極之間的廣泛譜系，同時將視野拓展至西方以外，考察非西方記者如何將西方新聞理念與本土文化傳統和社會現實相銜接，建構起不同於「看門狗」式的記者角色論述。通過比較發現，記者的職業意識鑲嵌在特定的社會文化土壤之中，多樣的記者角色與多元的現代性情境相互建構。既有的記者比較研究雖然試圖擺脫早期新聞學研究中的西方中心主義傾向，但實則仍將英美式的記者職業理念作為主導，將非西方記者實踐納入到西方新聞職業理念的框架中，未能充分發掘非西方記者的實踐特徵。基於此，本文從跨文化的視野對記者比較研究進行重構，提出應對不同文化群體中的記者實踐進行深描，用「可理解性」和「可溝通性」替代「可共量性」作為比較研究的目標，從各國記者的主位視角出發實現新聞文化間的視域融合。

**關鍵詞：**記者角色、比較、新聞職業理念

## **Comparison as a method: The local practice and cross-cultural reconstruction of journalistic roles**

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**Abstract**

In this article, we review the research of journalists from researchers around the world for decades. We not only examine the multiple roles of journalists in Western context, covering the broad spectrum between neutrality and participation, negative and positive, but also, by expanding the vision to non-Western journalists, examine how they link Western journalistic ideas with local cultural traditions and social realities, and thus construct various discourses on journalistic roles that are different

from the “watchdog” role. Through comparison, it is found that the professional consciousness of journalists is embedded in specific social and cultural context, and that the diverse journalistic roles and multiple modernity are mutually constructed. Although existing comparative research of journalists tried to get rid of the Western centralism in the early journalism research, it is still dominated by professionalism of Anglo-Saxon journalism. In these works, the non-Western journalistic practice are incorporated into the framework of Western journalism. Researchers failed to discover the practical characteristics of non-Western journalists. Based on this, this article aims to reconstruct the comparative study of journalists from cross-cultural perspective, to make thick description of the practice of journalists in different cultures, and to replace “commensurability” with “intelligibility” and “communicability” as the goal of comparative study, then lead to the fusion of horizons from the emic perspectives of journalists of various countries.

**Keywords:** journalistic roles, comparison, journalistic ideas